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ABSTRACT

The purpose of this research project was to determine the perceptions and attitudes of various groups of individuals in Utah concerning American business, government, labor. The free enterprise system and other selected institutions in our society. The four groups included in the study were: (1) students enrolled in Utah high school distributive education programs; (2) students enrolled in introductory accounting courses in post-secondary institutions in Utah; (3) business personnel from selected businesses in Utah; and (4) representatives of the private citizen sector of society. Significant differences were found in some manner between and among the four groups. The majority of these differences were involved in the area of political party affiliation. In addition to a detailed discussion of the project itself, the report includes: (1) 33 tables; (2) recommendations based on the findings; (3) the complete questionnaire/opinionnaire used; (4) the questions comprising dependent variables; (5) characteristics of the population sampled; (6) significant two- and three-way interaction tables; and (7) unsolicited comments and answers to open-ended questions. (Author/LEB)

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BRIGHAM YOUNG UNIVERSITY

GRADUATE SCHOOL of MANAGEMENT
and
COLLEGE of BUSINESS

ED149247

PERCEPTIONS AND ATTITUDES OF STUDENTS, BUSINESS PERSONNEL, AND PRIVATE CITIZENS OF BUSINESS, GOVERNMENT, LABOR, AND OTHER SELECTED INSTITUTIONS IN UTAH

by

GLEN L. BOYER
and
GARY R. SMITH

August 1977

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CHAPTER I

THE PROBLEM

Introduction to the Problem

In recent years public confidence in the major American institutions has been eroding. Resurging political, social, economic and environmental factors have been instrumental in much of the public's attitude, but the major institutions, government, business and labor must shoulder most of the responsibility for this erosian process.

Ten years ago, 55 percent of the American public expressed confidence in the nation's business leaders. Today this figure stands at 20 percent.[1] Irving S. Shapiro, of the DuPont Company, said that:

> Leaders in almost every field--including business--have fallen into a habit of thinking of public opinion as something to be molded and manipulated for their own purposes. They do not tell the truth: they tell a carefully varnished version of the truth--designed to produce a predetermined result.[2]

Merrill J. Bateman, Dean of the Graduate School of Management and College of Business at Brigham Young University, has provided an insight into why he believes business, government, and other institutions are in trouble.

> The major cause of inflation has not been the oil price increases levied on the world's economies by the Organization of Petroleum Exporting Countries (OPEC), nor the agricultural shortages brought about by changes in weather patterns. These factors must be included in any analysis of recent inflation, but they are not the major causes. Government spending is the culprit.[3]

John W. Hill, of Hill & Knowlton Corporation, suggests that a lack of knowledge about business is one of the major concerns.

> Early in my career in public relations, one of the big problems was that the people, according to the polls of the time, thought business profits, after all charges, were 25 percent of sales. The actual figure was close to 5 percent. After 40 years of hard work by many dedicated organizations, people no longer think that profits are 25 percent. They think they are 28 percent. . .and the real figure is still around 5 percent.[4]

In a Newsweek survey, 1,525 individuals were polled concerning their trust in leaders of various organizations. Only seven percent of those surveyed expressed a great deal of trust in labor leaders.[5] This low level of trust in labor leaders may be a reason why the majority of college students favored greater governmental restrictions on labor.[6] Government and its institutions are also in a precarious position with regard to the public image:

> In 1960, according to pollsters, 17 percent of Americans believed government to be run by a few big interests looking out for themselves. Since then, that percentage has more than tripled. Fifty-three percent of the people believe American government is not run in the public interest.[7]

Since all major institutions in our society have come in for some criticism it seemed appropriate that a study be conducted to determine if the people within the state of Utah held the same beliefs as those surveyed on a national level.

Statement of the Problem

The purpose of this research project was to determine the perceptions and attitudes of various groups of individuals in Utah concerning American business, government, labor, the free enterprise system and other selected institutions in our society. The recent history of the United States has been dotted with scandal in government, business and labor. The American people have, to some degree, lost confidence in many of the institutions which have been instrumental in making the United States the best model of freedom in the world today. The Watergate scandal, the Korean kickback situation, bribes on the part of some large corporations, deceptive advertising and marketing practices seem to be manifestations of deep-seated problems within our society.

This research project was designed to determine the attitudes and perceptions of four groups of Utah citizens concerning various topics. The four groups included in the study were: (1) students enrolled in Utah high school distributive education programs; (2) students enrolled in introductory accounting courses in post-secondary institutions in Utah; (3) business personnel from selected businesses in Utah; and (4) representatives of the private citizen sector of society.

The various groups were compared with one another on various items and also compared within their own groups on certain demographic variables.

Hypotheses

The following operational hypotheses were assumed for each of the four groups selected:

1. There is no significant difference at the .05 level of confidence among any of the selected demographic variables on the image companies project to society.
2. There is no significant difference at the .05 level of confidence among any of the selected demographic variables concerning the value of profits in our free enterprise system.
3. There is no significant difference at the .05 level of confidence among any of the selected demographic variables concerning the size and perceived effectiveness of the business organization.

4. There is no significant difference at the .05 level of confidence among any of the selected demographic variables concerning who is best able to achieve the goals of a free market economy.
5. There is no significant difference at the .05 level of confidence among any of the selected demographic variables as to the opportunities of being employed in the business sector.
6. There is no significant difference at the .05 level of confidence among any of the selected demographic variables concerning the perception that consumers have toward the business community.
7. There is no significant difference at the .05 level of confidence among any of the selected demographic variables concerning how they view businesses' attempt to provide equal opportunity for all workers.
8. There is no significant difference at the .05 level of confidence among any of the selected demographic variables as to the perception they have concerning labor unions' contributions to our society.
9. There is no significant difference at the .05 level of confidence among any of the selected demographic variables concerning their attitude toward the social responsibility of business.

Significance of the Study

At present there seems to be a multiplicity of attitudes and perceptions concerning the influence that business, government, labor, and other institutions have in influencing the quality of life in the United States. People's perceptions of the effectiveness of these institutions have been seriously challenged in recent years. If indeed a pessimistic attitude prevails among the various groups surveyed, there is a need for change if confidence is to be restored in the concept of free enterprise and the institutions around which it is centered.

The results of this research could help Brigham Young University, the Graduate School of Management and the College of Business, the Department of Business Education and Delta Pi Epsilon build changes into curriculum, institute special programs to emphasize more familiarity with our economic system, and to provide realistic data for the various institutions studied so they may recognize the dilemma and face the realities of a need for change. The possibilities for solving these problems are unlimited if enough priority can be assigned to the need.

If, as some previous research has indicated, there are perceived failings in various institutions in America, then Brigham Young University with its unique circumstances could be one of the first to begin to make significant changes in the educational process and objectives. Invaluable aid and assistance could be provided to other institutions of American life to help them respond adequately to the needs of the future.

In addition, the teacher education program in Business Education at Brigham Young University could use the results of the research in assisting high school teachers throughout the state in determining which concepts need more emphasis in the public schools. If in fact, the problem is one of education, business and distributive education programs could serve as future laboratories to determine if educators and other institutions can aggressively provide the leadership needed to improve the economic education of the citizenry.

The 121 items in the questionnaire/opinionnaire include many items which examine the attitudes of the respondent with regard to the society in which they live. The instrument also reflects some of the basic economic knowledge that is pertinent to an informed citizen. Uninformed or misinformed people has got to be a concern to all who have worked so hard to preserve the American way of life.

Delimitations of the Study

This data was gathered during September, 1976 to April, 1977. The survey consisted of four randomly selected groups as follows: (1) students enrolled in high school distributive education programs; (2) students enrolled in introductory accounting courses in post-secondary institutions in Utah; (3) business personnel from selected businesses in Utah; and (4) representatives of the private citizen sector of society.

Limitations

The following were recognized as limitations of the study; however, the assumption was made that these limitations would not affect the validity and reliability of the study:

1. Perceptions are difficult to verify and therefore the responses given by persons involved in the study will be accepted without an attempt to question the circumstances of the respondent.
2. Specific social, political, and economic events occurring during the period of sampling.

3. The extent to which the instructions for filling out the questionnaire/opinionnaire were followed correctly by the participants.
4. Individuals often fail to complete the data on questionnaire/opinionnaires. No reason is known to suspect that the failure to complete the instrument make the responses of these individuals less valid than those of the persons who completed all of the questionnaire/opinionnaire.
5. The statistical inferences were made to hypothetical populations similar to the universe from which the samples were drawn.

Definition of Terms

The following terms are defined to help the reader while reviewing this study:

Attitude. A mental position with regard to a fact or state.

Business Personnel. Individuals employed in distribution occupations. Applied to any person from entry-level employees to managers or owners of the businesses.

Distributive education. The high school program of instruction which is designed to prepare students for initial entry-level jobs in marketing; including retailing, wholesaling, and service occupations.

Perception. An insight, awareness of an environment, or intuition derived through the physical and mental senses.

Private citizen. Individuals from the private sector of the economy, including parents, housewives, and others owning or renting homes or apartments in the communities covered in the survey.

Organization of the Study

The remainder of this study is organized as follows: (1) Chapter II presents a review of the related literature and research; (2) Chapter III presents the research methods and procedures which were followed in the study; (3) Chapter IV contains the findings of the study; and (4) Chapter V presents the summary, conclusions, and recommendations of the study.

CHAPTER II

REVIEW OF LITERATURE

Introduction

The purpose of this chapter was to summarize literature directly related to this study. This chapter has been organized into the following sections: (1) Introduction; (2) Image of Business; (3) Image of Labor; (4) Image of Government; (5) Government vs. Business; (6) Social Responsibility; (7) Consumerism; (8) Profits; and (9) Solutions for Improving the Image of Business.

Since the mid 1960's, favorable public opinion towards the nation's major institutions has been declining. Business, labor, and government--institutions which at one time enjoyed a high level of public confidence--now find themselves distrusted by the public they serve.

> A majority of the public today could not say it felt "a great deal of confidence" in the leaders of a single institution. Yet seven years ago, in 1966, majorities of the people expressed strong confidence in the men running half of the same institutions.[8]

M. A. Wright, commenting on the general loss of confidence in the nation's institutions, singles out business in particular:

> Ten years ago, 55 percent of the American public expressed confidence in the nation's business leaders. Today this figure stands at 20 percent.[9]

Image of Business

Major survey organizations also show that business has a poor image:

> A poll last December (1975) by Opinion Research Corporation indicated that "large companies" rank "below most other major institutions in our society in terms of public trust and confidence."[10]

In two separate polls conducted by the Gallup organization, business leaders received poor ratings. Of the university students questioned, only 20 percent rated business executives as having high ethical standards.[11] In a second survey, which involved persons 18 years and older, only 6 percent had a great deal of trust in heads of corporations.[12]

In a 1976 nationwide U.S. News and World Report survey, the public expressed views on business ethics and inflation. Eighty percent of the respondents said that "overseas payoffs and political handouts are widespread." Seventy-two percent blamed U.S. oil companies for the high price of gasoline, and 69 percent believed that "oil companies cooperate too much with each other."[13]

Thomas A. Murphy, Chairman of General Motors Corporation was quoted as saying:

> A recent poll indicates that four out of ten adult Americans believe that big corporations are above the law and can get away with just about anything. More than half believe that big corporations got to be big by manipulating the market in some unfair way, and this majority thinks big corporations should be regulated more tightly.
>
> . . . .
>
> Then there is the matter of our credibility: we are simply not being believed. Credibility requires that we in business should not ignore or excuse demonstrated instances of questionable practices such as misleading warranties.[14]

W. M. Blumenthal, former chief executive of the Bendix Corporation and recent appointee to President Carter's Cabinet, said. . . ,

> The public opinion polls continue to show that the proportion of the public which takes a critical or hostile view of business is growing--and this has caused, and should cause, alarm within . . . [the] business community.[15]

Another business executive, Irving Shapiro, Vice President of the DuPont Company, expressed a similar concern:

> There is today a mood of cynicism and distrust of business, and especially big business. I believe the mood is socially as well as economically destructive. If continued, its net effect will be to drive business and society so far apart that we will no longer be able to cooperate in addressing crucial questions about the future.[16]

That this view is widespread among business leaders is indicated by a survey of chief executive officers throughout the United States:

> The overwhelming concern of the chief executives surveyed is the growing distrust of business on the part of the general public. One hundred and seven of the 185 CEO's [Chief Executive Officers] cited this as a key problem.[17]

Unless something is done to change this distrust, the public confidence in business for the next few years may not improve.[18]

Ten years ago, 55 percent of the adult population had a great deal of confidence in major companies--now only 16 percent feel that way.[19]

However, some people believe that all businesses are not as bad as opinion polls seem to indicate. Frederick A. Collins, President of the Sperry and Hutchinson Company, said:

> Let us not forget that 495 of the Fortune 500 companies did not bribe foreign countries, that thousands of companies did not make illegal political contributions, and that thousands of companies did not attempt to interfere in the internal affairs of Chile. That's kind of like bringing you the news that thousands of planes landed safely yesterday. However, that news is worth recognizing every once in awhile.[20]

A few chief executives interviewed by the Conference Board shared similar views. They said that "only a small percentage of businesses are wrongdoers, but these, in the words of one executive, 'tar all business'."[21] Other individuals recognize valuable contributions of business in the areas of employment,[22] charity, and education.[23]

News polls in 1977 are suggesting that perhaps some change is beginning to take place, if not, the coming years may present a dilemma for the American enterprise system.

> Public confidence in American business appears to be on a steady course upward among the nation's consumers . . . . As one example, the 11,707 household heads polled in this survey put the primary blame for price rises during the past five years on Government and labor unions much more than on business and industry.
>
> The American free enterprise system has always had honesty and integrity as philosophical underpinnings. Should this system become subject to widespread dishonesty, the United States will have a difficult time surviving the coming years.[24]

Who then is responsible for the current poor image of business? Thomas A. Murphy, Chairman of the General Motors Corporation, comments:

> No one believes that business is blameless in every respect. For us to try to make it seem blameless suggests that we can no longer distinguish between what is right and fair and honest and what is not.[25]

And:

> All the fault for an alienated public does not lie elsewhere: much of it lies in the business community itself, and perhaps in our own organizations. Rather than attempt more public education, business should strive for greater product quality and improved service, and at least equal care and attention to the individual customer. Let us admit when we are wrong--and correct our mistakes, promptly and fully.[26]

A major corporation executive said that mistrust is a communications problem--business is not presenting its story in terms that the public can understand.[27]

Other businessmen feel that some businesses are deliberately trying to deceive the public. As one businessman said:

> Leaders in almost every field-including business--have fallen into a habit of thinking of public opinion as something to be molded and manipulated for their own purposes. They do not tell the truth; they tell a carefully varnished version of the truth--designed to produce a predetermined result.[28]

Still others think that the recent recession is the cause.[29]

Image of Labor

Business reacts to its critics in several ways. Labor, they say, is partly responsible. One factory manager put it this way--"Labor unions are pricing our country completely out of reach of the average individual."[30]

When asked which of the major institutions is mostly to blame for inflation, 65 percent of the 5,448 respondents to the nationwide U. S. News and World Report survey blamed labor.[31]

Another news magazine, Newsweek, surveyed 1,525 individuals concerning their trust in leaders of major organizations. Only 7 percent expressed a great deal of trust in labor leaders.[32]

This low level of trust may be a reason why a majority of college students favored greater governmental restrictions on labor.[33] However, the public's image of organized labor is unclear. Research has revealed very little concerning the general attitude towards labor.

Image of Government

When asked to rate various organizations on their honesty, dependability, and integrity, only 12 percent of the American people gave the White House a high rating. The Senate received 9 percent, the House of Representatives received 7 percent, and politicians in general received only 1 percent.[34]

Confidence in government seems to have grown worse instead of better:

> In 1960, according to pollsters, 17 percent of Americans believed government to be "run by a few big interests looking out for themselves." Since then, that percentage has more than tripled. Fifty-three percent of the people believe American government is not run in the public interest.[35]

This mistrust is also reflected in the public's view of political candidates. Only 18 percent of the American people say that candidates today are better than 10 years ago. Twenty-seven percent say they are worse.[36]

In the eyes of the public, government seems to have as difficult a time getting things done as they have in attracting good candidates. No portion of the government at any level is able to muster a high degree of confidence in their "ability to get things done." Local government received the highest rating in this category and it was only 11 percent.[37]

This feeling is illustrated in a study of American opinion for U. S. News and World Report. Individuals were asked:

> What would happen to costs if government ran the railroads, airlines and buses? Most household heads (73%) say the costs would go up--nearly one-third put the increase at 25% or more.[38]

Escalating costs lead to inflation--another area where trust in government is weak. Sixty-nine percent of the people blame government deficit spending for rising inflation.[39]

Merrill J. Bateman, Dean of the Graduate School of Management/College of Business at Brigham Young University, also concurs. He says:

> The major cause of inflation has not been the oil price increases levied on the world's economies by the Organization of Petroleum Exporting Countries (OPEC), nor the agricultural shortages brought about by changes in weather patterns. These factors must be included in any analysis of recent inflation, but they are not the major causes. Government spending is the culprit.[40]

Government, it seems, has fared about as well as business in presenting an image to the public. Both its spending programs and its growing number of regulatory agencies have triggered increasing criticism from the private and public sectors.

Government vs. Business

One of the basic liberties for which the American colonies fought was the freedom to develop *without* onerous governmental restraints ". . . Private enterprise, said Thomas Jefferson, is the foundation of American prosperity."[41]

But according to today's businessmen, private enterprise is being usurped by governmental regulation:

> 'Free enterprise has all but fallen to the wayside due to Government controls and labor demands,' said the general manager of a retail food store.[42]
>
> 'Government is choking me to death with taxes and sales taxes and more!' complained one wholesaler.[43]
>
> 'Get government out of business and let our free enterprise system work, or we will soon have 25 percent of the people supporting 75 percent of the nation,' added the head of a service business.[44]
>
> In a three-block section of the Miami Beach shopping district, seven stores are going out of business or already have closed. Explains the owner of a dress shop in the neighborhood, 'with wages and taxes so high, the small-business person doesn't have a chance.'[45]

Businessmen feel that government regulation not only reduces their profits but introduces inefficiencies that the consumer has to pay for.[46]

As one businessman puts it: ". . . it is the consumer who pays for excessive regulation, in high prices, higher taxes and reduced choice in the marketplace."[47]

Paul Harvey also expressed his disappointment in improper government regulation. For the past 40 years most products have increased in price by at least 300 percent, but the price of gasoline has remained under a dollar. He comments:

> Yet the United States Congress which should be rewarding the petroleum industry for the innovative practices that have contributed less to inflation than any other commodity--instead has been punishing the industry with restraints, tax disallowance and threats of dismemberment.
>
> And so at the time when Congress should have been doing everything possible to expand oil industry exploration and development it has instead passed legislation which tends to discourage both.[48]

Another businessman warns consumers that:

> Every law and regulation infringing on the free market, however well intentioned, represents one less option in our store of personal freedoms.[49]

A recent corporate annual report commented:

> 'It is evident that government regulation sometimes defeats its own purpose and often requires unproductive investment without corresponding benefit to the public.'[50]

Many businessmen feel that if the trend of government intervention continues, our capitalistic society will inevitably be replaced by a centrally-planned economy.[51]

In particular, regulatory agencies have been accused of intervening in corporate affairs and hampering production. A Conference Board survey recently revealed:

> Almost a quarter of the chief executives surveyed make special mention of what they view as ever-increasing government regulation of their industries and their companies. Using expressions ranging from "overregulation" to "cancerlike" and "octopus," they complain about excessive government regulation in areas such as pollution abatement, safety and health, equal employment rights, financial reporting and consumer protection.[52]

In a similar Conference Board poll, business managers complained about National Labor Relations Board (NLRB), Security and Exchange

Commission (SEC), and Occupational Safety and Health Administration (OSHA) regulations.[53]

Hugh Tuttle, a farmer from Dover, New Hampshire, says, "if all these safety regulations are put into effect, family-type operations like mine cannot survive, because they cannot afford the new equipment. We'll be all safety and no operation."[54] And there are other comments like "I have an undying hatred for bureaucracy. I have to fill out records for three Government agencies, and I don't think they read 90 percent of it."[55]

A classic example of counterproductive regulation is illustrated by Armco Steel Corporation:

> Complaining that it is getting progressively harder for business to do its job in the face of increasing government interference, Armco Steel Corp. cites examples of how some edicts out of Washington fly in the face of common sense.
>
> For example, to clean up a piece of major equipment which government inspectors said was emitting visible iron oxide dust, Armco installed special scrubbing equipment. The scrubber captured 21.2 pounds of dust hourly. The 1975 annual report tells what happened:
>
> 'But the scrubber is run by a 1,020-housepower electric motor. Producing that power at the electric utility's plant spews out 23 pounds an hour of sulfur and nitrogen ocides and other gaseous pollution. So, even though the power plant is meeting government regulations on visible emissions, the air is actually 1.8 pounds dirtier, every hour, because we cleaned up.'[56]

One survey seems to support the feelings of the businessmen. The U. S. News and World Report survey of American opinion found that:

> Regarding bureaucratic controls, 66 percent said the more Government regulation there is, the less efficiently companies can operate. They agreed overwhelmingly, by 72 percent, that competition is better than Government regulation to make sure the public gets what it pays for.[57]

Specifically, effects of the regulatory agencies can be seen in recent proposals to break up the major oil companies and to bring antitrust suits against some major companies like International Business Machines.[58]

But Government alone cannot be blamed for these actions. Government is an outlet of the public. Thomas A. Murphy, chairman of General Motors, explained this when he said that:

> The hard fact is that a great deal of government regulation is a reaction to the mood of the large segment of public that is disappointed, dissatisfied and disenchanged with the everyday performances of American business, especially big business.[59]

Business has failed to convince the public at large of the virtues of capitalism.[60] However, public relations alone cannot change public sentiment. Business must take some strong corrective measures to reduce government regulation. One executive says that business people are not consistent in what they say:

> Too often we rail against government regulation--that is, except regulation to protect us against foreign competition. We oppose government handouts--except those used to bail out particular companies or particular industries. We are dead set against controls on prices--but wage controls might be worth a look.[61]

A recent editorial revealed a similar story. The article said that some businessmen would oppose a law prohibiting bribery of foreign officials because it would "severely damage their ability to compete with foreign firms."[62]

Recent opinion polls reveal the public's reaction to inconsistencies of business by showing that a majority of Americans believe that government should put stricter controls on business.[63] One survey indicates that 56 percent of the adult American population favors greater government intervention. Sixty-two percent felt that government should place stricter controls on business.[64] One survey indicated a possible reason for the tendency toward greater government intervention. It said that: "four out of ten adult Americans believe that big corporations are above the law and can get away with just about anything."[65]

Truly, government is involving itself more in business today than at any other time in history. But whether business or government is completely responsible for the barrage of current regulation is impossible to determine.[66]

Social Responsibility

Responsibility for social problems is a nationwide controversy. Traditionally, social responsibility has been more a function of government than a function of the private sector. But that responsibility, due to technological advances and changes in public attitudes, has been gradually shifting towards the business community. Businessmen react to this new responsibility in several ways. One says:

> The responsibility to lead and to marshal needed resources rests with the government. It is not in society's interest for businessmen, however charitable their intentions, to sally forth into the communtiy to take on duties the public has assigned to government officials. And it is certainly not in the interest of business to do so. The prime responsibility of business is the ordinary process of commerce--the business of making and shopping and selling--and repairing.[67]

Other businessmen think that business should play a part in solving social problems--but not to the exclusion of their primary functions.[68]

Some feel that the public is not giving them a consistent set of demands:

> We are expected to create more jobs, but to do this we must remain competitive in world markets, and that calls for more productivity, investment, and technology. At the same time we are asked (often by the same people) to slow down technology, put more money into pollution control, and increase our commitments to education and urban improvement.[69]

Whether the businessman feels that he has a responsibility is relatively unimportant. The important thing is--the public feels that business should have a social responsibility. A Gallup poll of college students discovered that 87 percent of them agreed with the proposition that "business is too much concerned with profits and not enough with public responsibility."[70]

The public feels that business is not doing an adequate job in dealing with shortages, conserving natural resources, and controlling pollution.[71] "Business brings pollution, big business bring big pollution,"[72] is a common attitude.

In many respects the public's view of the acceptance of social responsibility by business has diminished over the past decade:

--Supporting education--down from 37% to 28%

--Setting an example of good citizenship for the young--down from 66% to 42%

--Helping the needy--down from 61% to 39% [73]

If business is going to make headway in improving this public image, it is going to have to make some compromises. Kenneth R. Andrews, Harvard business professor, said that it is the "corporation's opportunity to focus power on objectives that are sometimes less economically attractive than socially desirable."[74]

Consumerism

The free enterprise system has been built on the premise that the customer controls the marketplace. Businesses have had to cater to the consumer to make a profit. But some consumers are not satisfied with business' efforts. One businessman expressed his feelings this way--"The consumer has become exasperated by inferior product quality, inadequate service, and discourteous handling of complaints."[75]

The consumer can defend himself by refusing to buy a company's product.[76] But this method isn't always effective. Some individuals like Ralph Nader, as well as government officials, have organized consumer agencies to protect the rights of the consumer.[77] Ralph Nader received a higher popularity rating from the nation's college students than Henry Kissinger, Senator Kennedy, or President Ford.[78]

Profits

Consumers also complain about high prices at the stores. They see business as being overly concerned with profits.

An international executive said that people believe business is suffering "from tunnel vision, and see profits to the exclusion of almost everything else."[79]

Thorstein Veblen, a noted economist, expressed that view when he said that business was involved in the "anti-social pursuit of profits."[80]

But the public seems to have a distorted view of the purpose of profits:

> Most Americans are familiar with the concept of profit as a reward which stimulates the businessman to try harder. Far fewer people, however, give the profit incentive its due for increasing supplies and lowering prices.[81]

It is easy to see why the consumers feel that business is making an excess profit. They think business is making much more profit than it actually is.

> Studies reveal that the majority of Americans estimate average industry profits to be more than six times as high as they actually are.[82]

> An American Motors Survey shows [on investments] that most Americans believe 30 percent to be "a fair profit" when actually the average "profit" in American industry last year was 4.3 percent.[83]

John W. Hill, of the Hill & Knowlton Corporation, told this story to the Public Relations Society of America Institute:

> Early in my career in public relations, one of the big problems was that the people, according to the polls of the time, thought business profits, after all charges, were 25 percent of sales. The actual figure was then close to 5 percent. After 40 years of hard work by many dedicated organizations, people no longer think that profits are 25 percent. They think they are 28 percent . . . and the real figure is still around 4 percent.[84]

Solutions for Improving the Image of Business

Economic Education

Changing the public's attitude to a more favorable image of business is a formidable task.

> The public's attitude, according to experts, is based in part on lack of knowledge as to how business functions, to whom it is accountable, how it serves the public and what its standards are.[85]

And this low level of economic literacy has concerned some executives.[86] Forty-five percent of the chief executive officers interviewed by the Conference Board said that "more economic education is one way of tackling the problem."[87]

Howard Flieger says "most Americans are economic illiterates," and he quotes Dr. Ben Lewis of Oberlin College who says: "The case for economic education is the case for democracy itself."[88]

Another respondent to the Conference Board survey believes that:

> One of the most serious problems facing American business today is the lack of public understanding about how business operates, the importance of profits to finance, the continued expansion of productive capacity, and the need for increased incentives to make such expansion possible.[89]

Merrill J. Bateman, Dean of the Graduate School of Management at Brigham Young University, said: "Americans should be concerned about their economic illiteracy and their attitudes toward the free enterprise system."[90]

Although concrete evidence is not available, M. L. Frankel, President of the Joint Council on Economic Education, said that:

> There is a strong correlation between people's attitudes toward big business and the amount of correct economic information they have. The higher they score on a test of basic economics, the more favorably they look at business organizations as a group.[91]

Glenn S. Dumke, Chancellor, The California State University and Colleges, suggests that we must look at what is happening in our schools.

1. Economics is simply not included in the curriculum that is actually taught by most teachers.
2. Most teachers have no training, or at least highly inadequate training in economics.
3. Most textbooks (e.g., social science, history, etc.) that should contain elements of economics contain no economics at all, or highly inadequate economics.
4. The schools have virtually no key resource people to make economic education happen. Here the problem is a resource gap--the key resource people are professional economists specializing in economic education--but they are almost all located in the universities.

On public questions involving economic issues, our schools and our universities in many ways fail to prepare the great majority of students to make wise decisions. And the adult public-at-large, having emerged from these same institutions, is in the same boat. Our citizens cannot, in most cases, make wise decisions on economics.[92]

Disseminating correct economic information has long been a major problem for educational institutions. A nationwide Sears' study conducted among high school distributive education students concluded that distributive education teachers are probably not teaching their students enough about the business and economic systems.[93]

The nation's colleges appear to be even less successful in this area than its high schools. A Gallup poll conducted among college students during 1975 found that college juniors and seniors understand less about the profit system than high school juniors and seniors.[94]

The survey revealed that college students underestimated corporate income taxes. They guessed about one-fourth of the actual amount. They also exhibited a poor understanding of labor costs. Most felt that 30 to 40 percent of each dollar used in making items such as refrigerators and automobiles went to labor--the real figure was 70 percent.[95]

As a final note, Mr. George Gallup asserted that:

> This survey presents cogent evidence that the four years that typical students spend in typical colleges and universities tend to disillusion them about their country and to increase their alienation with its institutions.[96]

These college students then emerge into society as consumers who don't really understand the profit system.

> The research department of Compton Advertising, Inc., concluded that fewer than a third of all adults know what profits are, only 2 percent can explain the interrelated functions of four major factors in the economic system--business, labor, the consumer and the investor--and 56 percent believe that more not less, Government regulation is needed.[97]

Yet, the public does need some source or sources of correct economic information. And schools, according to some, seem to be the most logical place for educating the people.[98]

The Joint Council of Economic Education feels that economic education needs to be a lifetime process. Currently they are working on a program to make economic education an important part of the curricula from kindergarten through college.[99]

Some, however, feel that this is not enough. Many executives think that education needs to begin with the teachers.[100] One business executive has gone one step further in assisting the training of business teachers. He has "personally underwritten two-thirds of the cost of special economics courses for 125 high school teachers at Lake Erie College."[101]

Other businesses are doing similar things to help train business teachers.[102] This type of close cooperation between the business and the education communities can be a valuable asset in helping the average consumer to gain a better understanding of the private enterprise system.

Even with all the hopes for improvement with properly applied economic education comes notes of dissonance:

> . . .the problem isn't ignorance, and it's therefore unlikely that economic information will have the hoped-for political effects. Opinion polls do not reveal any great "economic illiteracy" on the part of the American people. What they do show is that many Americans don't like the profit motive, job insecurity, or other features of a market economy. Giving these people information isn't going to dispel their misgivings.
>
> . . .it's one thing to alter people's scores on tests of their economic knowledge or political viewpoint, and another to change the political character of a community or nation. To date there's no evidence that economic education has made any headway in doing the latter, and a lot to suggest that it hasn't.
>
> . . .what business lacks today is not merely a "position"; in a deeper sense it lacks the habits of thinking and talking about the ways in which companies and products contribute to people's lives and help realize their values. That's a pity, for the fact is that businessmen can't defend themselves politically unless they can articulate who and what they are socially, what role their products play culturally, and what difference it all makes. The only job of "economic education" facing American businessmen is the one they have to do by themselves on themselves. With that accomplished, they can turn to the real task at hand--not the disingenuous dissemination of information, but the exercise of the arts of citizenship.[103]

Communication

Effective communication to the public is another way business can improve its image.

> A substantial part of the credibility problem stems from the fact that too often business organizations don't tell people what they are doing, or they discuss it in such guarded and ambiguous terms that people suspect something is being hidden.[104]

Businesses can deal with the communications problem by improving relations with the media. "A recent Harris Poll revealed that 74% of editors and reporters felt that there was a significant credibility gap between business and the media."[105] This solution to the problem would seem to be very important because most Americans probably formulate their opinion of business through exposure from the media.

Harry P. Letton, Jr., in an article entitled, "Ways to Tell the Business Story," suggests that corporations make annual reports readable. He says: ". . .for too many years the reports have been accurate to a fault, but readable only by accountants or lawyers." He also advises businesses to prepare their own advertising and public relations messages.[106]

Changing Business Practices

Both education and communication are possible solutions to the business credibility problem. In addition, business itself must be willing to accept criticism and take corrective action where needed. "let us admit when we are wrong," said one executive, "and correct our mistakes, promptly and fully."[107]

Roman A. Andrus of Brigham Young University said:

> If we are to learn to speak and think in terms of our fundamental values, it would appear that two basic changes must occur:
>
> --Spokesmen must come forward who are able to articulate values basic to our economic and political system. . .and influence intellectual thought, organizational practice and public policy toward fundamental values;
>
> --Businessmen, economists, and public leaders must recognize that business institutions and functions will be judged not only from

> the perspective of economic productivity or wealth, but from the broader orientation of maximization of the social good. The integration of every aspect of quality of life, including economic considerations must be the basis for defense of economic institutions.[108]

Business must respond to its communities. It must demonstrate the virtues of private enterprise to society at large.[109] It must, in the words of a major automobile corporation executive, fill "the businessman's first, last, and always responsibility: the responsibility to satisfy. . .customers--today, right now, not tomorrow."[110]

In order to do this, business, according to some, must correct some of its current ills. "Face up to the situation," urges an aircraft manufacturer, "and get business' own house in order."[111] What are some suggestions for business? One manager says:

> We move in the right direction every time we emphasize quality as well as quantity in our products, everytime we focus on service as well as sales, every time we welcome criticism and act on it rather than avoid it and condemn it. We move again the right direction every time we talk with a customer, with a stockholder, with an employee; every time we take the trouble to teach a youngster; whenever we invest what we must to provide better products and better service for consumers.[112]

Others propose:

> --Be fair and truthful with your shareholders, your customers, your co-workers, your suppliers, and the public.
> --Be forthright and honest in all your dealings.
> --Be aware of the changing world in which you live and be responsive to it in your dealings.
> --Be a responsible and constructive part of the community.
> --Strive constantly to improve upon all that you do.
> --Conduct business so as to indicate pride in your efforts and in the products and services you provide.
> --Regard as imperative the financial stability and growth of your business, in keeping with the principles above.[113]

A group of business executives sees the need as a five-part process:

--Develop new skills, particularly communication skills.
--Improve economic education programs.
--Strengthen business-government relations.
--Expand community involvement: 'corporate citizenship.'
--Improve research methods.[114]

Unless something is done in the future to change the public's image of our business system, free enterprise as we know it may die.[115]

Summary of the Chapter

The image of various institutions being investigated in this study has been on the decline over the past decade. Government intervention in various sectors of our society is being viewed with more and more alarm. Business practices are being questioned by more and more people.

The need for improving the image of various institutions is evident. There is a definite social responsibility which rests with each of the institutions to do what they can to improve their relations with the American people, if we are to continue enjoying the benefits which accrue to us as a reuslt of our free enterprise system.

CHAPTER III

PROCEDURES AND RESEARCH METHODS

The procedures used in this study are described in the following sections: (1) Questionnaire Development, (2) Selection of the Participants, (3) Methods of Data Collection, (4) Treatment of Responses, and (5) Summary of the Chapter.

Questionnaire/Opinionaire Development

The questionnaire/opinionnaire used in this study was developed by the Merchandising Research Department of Sears, Roebuck Company for the National Management Advisory Council in November, 1975. Sears used the questionnaire/opinionnaire to see how the attitudes of the high school distributive education students toward the American business system and their knowledge of that system compared with the attitudes and knowledge of those seniors not involved with the program.

The results among both groups of students indicated that they shared similar misunderstandings and negative attitudes. In other words, a participation in a distributive education program had little effect on students' perspective of the American system. Due to that concern the study was extended to distributive education teachers. Its purpose was to determine whether the misconceptions and negative attitudes of distributive education students were a result of the inability of the teachers to communicate their knowledge or a result of the basic attitudes of the teachers.

As a result of the survey conducted by Sears, many individuals throughout the United States believed that the questionnaire/opinionnaire was biased and did not present an accurate picture of the attitude and knowledge of high school distributive education students and teachers. It was therefore determined that the questionnaire used in the original Sears study would be used in its exact form to determine, among other things, whether other segments of society would respond in a similar manner.

Selection of Participants

A stratified random sample was selected from the following groups: (1) students enrolled in selected Utah high school distributive education programs; (2) students enrolled in introductory accounting courses in selected post-secondary institutions in Utah; (3) business personnel from selected businesses and communities in Utah; and (4) representatives of the private citizen sector of society.

Inasmuch as the study involved both high school and post-secondary students, the only communities used in the post-secondary, business personnel and private citizens portion of the survey were communities which had both high school distributive education and post-secondary programs. These communities included: Cedar City, Ephraim, Logan, Moab, Ogden, Price, Provo, Richfield, Roosevelt, St. George, Salt Lake City, and Smithfield.

High School Distributive Education Students

High school distributive education students used in the study were selected from all distributive education programs throughout the State of Utah on the basis of enrollments in the various distributive education programs. (See Appendix B)

Students were selected for the sample using a table of random numbers. Teachers were instructed to give the survey to the student whose random number corresponded to their position in the class roll book, thus assuring that each student had an equal opportunity to be selected for participation in the survey.

Post-Secondary Accounting Students

Students selected for participation in the post-secondary student phase of the project were selected from introductory accounting courses at the various post-secondary institutions in the State of Utah. Post-secondary institutions represented in the study were: Southern Utah State College, Snow College, Utah State University, Moab Area Vocational Center, Weber State College, College of Eastern Utah, Brigham Young University, Utah Technical College/Provo, Sevier Valley Tech, Uintah Basin Area Vocational Center, Dixie College, University of Utah, Westminister College, Utah Technical College/Salt Lake, and Bridgerland Area Vocational Center.

Students were selected on the basis of the population of the various institutions. Students were selected using a table of random numbers. Teachers were instructed to give the survey to the student whose random number corresponded to their position in the class roll book, thus assuring that each student had an equal opportunity to be selected for participation in the survey.

Business Personnel

Individuals selected for participation in this portion of the study were chosen from representatives of businesses involved in the distribution process. These businesses would correspond with The Office of Education Classification System 04. 00 00 00. Business firms in this classification would include businesses performing activities that direct the flow of goods and services, including their appropriate utilization, from the producer to the consumer or user. These activities include selling, and such sales-supporting functions as buying, transporting, storing, promoting, financing, marketing research and management. The Utah Department of Employment Security was contacted for a listing of businesses in this category. Businesses were then selected in communities having post-secondary institutions. This selection process was made using a random table of numbers.

Private Citizens

Individuals selected for participation in this phase of the research project were chosen from individuals living in communities that have post-secondary institutions. Each of these communities were divided into four quadrants. A quadrant was then selected in each community on a random basis, blocks in this quadrant and individual homes were also selected on a random basis, thus assuring that persons selected for use in the study would be selected on a random basis.

Methods of Data Collection

Questionnaires/opinionnaires used in this study were prepared in four colors: white--distributive education students; buff--post-secondary accounting students; green--business personnel; and pink--private citizens. Questionnaires/opinionnaires were distributed to individuals in each of the populations according to the plan previously outlined. Following the initial collection of data, a few additional respondents were needed; therefore, other representatives were selected on a random basis from within the same groupings.

Treatment of Responses

Completed questionnaires/opinionnaires for each of the populations surveyed were punched on cards and sent to the Brigham Young University Computer Center for statistical computations.

The statistical methodology used was the Statistical Package for Social Sciences (SPSS) for the compilation of each category of data. After the data were summarized for each individual group it was necessary to use another adaptation of SPSS to determine the means of selected questions that were used in determining significance between selected demographic data and the dependent variables. (See Appendix C) The method used for the analysis of variance was called "Rummage" which is a general purpose computer program for solving linear model problems arising from analysis of variance, analysis of co-variance, experimental design, regression, weighted least squares, multivariate analysis of co-variance, and multidimensional contingency tables.

After each of the four groups was summarized and F-Ratio's and associated means, two- and three-way interactions determined; a composite of all four groups were submitted to the same analysis.

Section one of the questionnaire/opinionnaire (See Appendix A) was analyzed using analysis of variance. Sections two through twenty-seven of the questionnaire were summarized using the categorial analysis process (SPSS).

Summary of the Chapter

The questionnaire/opinionnaire used in the survey was taken from a study done by Sears, Roebuck and Company. The questionnaire/opinionnaire was administered to individuals representing four segments of Utah's citizenry. These groups included: (1) high school distributive education students; (2) post-secondary accounting students; (3) business personnel; and (4) private citizens. After the initial analysis these four groups were combined into a composite group.

Data were compiled on the five groupings and selected segments were analyzed with pertinent demographic data to see if there were any significance or interaction between any of the variables.

CHAPTER IV

FINDINGS

Introduction

High school distributive education students, post-secondary first year accounting students, individuals working in business and private citizens in Utah were surveyed with a questionnaire/opinionnaire consisting of 121 items. The survey was conducted to determine the perceptions and attitudes they held toward some basic economic concepts, and their reactions to what extent they believe business, government, and labor are contributing to these beliefs. A fifth grouping was also obtained by combining the four groups into one composite group. In total, 1,508 respondents were surveyed which represented 409 high school distributive education students, 404 post-secondary introductory accounting students, 344 individuals working in business related activities and 351 private citizens.

Several respondents did not completely fill out the demographic data; therefore, when statistical analysis was made for relationships between sex, political party affiliation, religion and the questions being asked, a total of 1,436 respondents were used. The characteristics of the population sampled are in Appendix D.

The first section of the survey centered around nine major areas. They were:

1. The image business projects to society
2. The value of profits in our free enterprise system.

3. The size and perceived effectiveness of the business organization.
4. Who is best able to achieve the goals of a free market economy.
5. The opportunities of being employed in the business sector.
6. The perceptions that consumers have toward the business community.
7. How consumer's view businesses' attempts to provide equal opportunity for all workers.
8. The perceptions that people have concerning labor unions' contributions to our society.
9. The consumer's attitude toward the social responsibilities of business.

The respondents were asked to mark their opinion on a Likert-type scale of strongly agree, somewhat agree, slightly agree, no opinion one way or the other, slightly disagree, somewhat agree, strongly disagree. Those who strongly agreed, somewhat agreed, and slightly agreed were compared with those who disagreed on the same scale. Those with no opinion one way or the other, and those who did not fill in a particular question account for the fact that the totals do not add up to one-hundred percent. Other statistical analysis and interactions between sex, political party affiliation, religion and the questions asked are in Appendices A and E.

The Image Business Projects to Society

The following four statements comprised the area of the image business projects to society. An expression of agreement or disagreement was asked of each respondent:

1. Much of today's advertising is dishonest or misleading.
2. Businesses don't pay their fair share of taxes.
3. Most businessmen are competent and an asset to society.
4. Most businesses are run on a moral and ethical basis.

A composite total of 77.6% of the respondents believe that much of today's advertising is dishonest or misleading. This feeling was highest among the private citizens with 88.9% of them agreeing with the statement. The private citizens also agreed by 60.6% versus the composite of the groups 48.2% that businesses don't pay their fair share of taxes. The supposedly younger participants in the survey, or those who are still in secondary schools, don't believe as strongly as the other groups that most businessmen are competent and an asset to society, nor that most businesses are run on a moral and ethical basis. (See Table 1).

Significance was evident on "the image business projects to society" at the .05 level between the male and the female post-secondary accounting students. In this area it was found that the female students were significantly more in agreement with the key statements than were the male students. Significance occurred with the Democratic respondents being more in agreement with the statements than the Republican respondents among both the business peronnel and the composite of all the groups. Therefore, the null hypothesis was rejected for those specific demographic variables. (See Table 2).

The Value of Profits in Our Free Enterprise System

Three statements comprised this area of inquiry.

1. The profits of large companies help make things better for most of the nation.
2. Business makes too much profit.

TABLE 1

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

The Image of Business

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
MUCH OF TODAY'S ADVERTISING IS DISHONEST OR MISLEADING.	76.6%	73.2%	88.9%	72.4%	77.6%
BUSINESSES DON'T PAY THEIR FAIR SHARE OF TAXES.	48.6	41.4	60.6	43.0	48.2
MOST BUSINESSMEN ARE COMPETENT AND AN ASSET TO SOCIETY.	64.8	78.2	77.4	76.2	73.9
MOST BUSINESSES ARE RUN ON A MORAL AND ETHICAL BASIS.	41.6	54.0	63.8	63.4	55.0
Disagree					
MUCH OF TODAY'S ADVERTISING IS DISHONEST OR MISLEADING.	16.4%	22.0%	9.2%	23.8%	17.9%
BUSINESSES DON'T PAY THEIR FAIR SHARE OF TAXES.	21.3	40.3	29.0	38.9	32.3
MOST BUSINESSMEN ARE COMPETENT AND AN ASSET TO SOCIETY.	10.4	9.7	11.7	13.1	11.3
MOST BUSINESSES ARE RUN ON A MORAL AND ETHICAL BASIS.	27.1	34.4	24.3	24.2	27.7
RESPONDENTS	(409)	(404)	(351)	(344)	(1508)

TABLE 2

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "THE IMAGE BUSINESS PROJECTS TO SOCIETY"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	3.4127	6.2281	--	--	--	--	--	--
Female	--	--	3.0857		--	--	--	--	--	--
Political Party										
Democrat	--	--	--	--	--	--	3.1151	4.9144	3.0648	8.7489
Republican	--	--	--	--	--	--	3.4149		3.2572	
Others	--	--	--	--	--	--	--	--	--	--
Republican & Democrat	--	--	--	--	--	--	--	--	--	--
Religion:										
Mormons	--	--	--	--	--	--	--	--	--	--
Others	--	--	--	--	--	--	--	--	--	--
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

3. The federal government should set a limit on the percentage of profit a business can make.

Percentage wise, 44.5% of the private citizens believe that business makes too much profit when compared to the composite groups percentage of 27.8%. There is also a wide variance between the post-secondary students at 15.9% agreeing compared with the private citizens 44.5% on the same question.

Post-secondary accounting students disagree that business makes too much profit, and they oppose the federal government setting a limit on the percentage of profit a business can make. (See Table 3.)

Significance was found on "the value of profits in our free enterprise system" at the .05 level right along political party lines. The Democrats were more in agreement with the statements on profits than the Republicans in every single group surveyed; therefore, the null hypothesis was rejected for those specific demographic variables. (See Table 4.)

The Size and Perceived Effectiveness of the Business Organization

The following four statements comprise this area of inquiry:

1. There is too much power concentrated in the hands of a few large companies.
2. As they grow bigger, companies usually become impersonal in their relations with consumers.
3. Provided they stay within the law, large companies should be allowed to grow as big as they can.
4. Most large businesses are not as fair to their employees as are smaller businesses.

Eighty-five percent of the private citizens find some agreement with the statement that "as they grow bigger, companies usually become

TABLE 3

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Profits

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
THE PROFITS OF LARGE COMPANIES HELP MAKE THINGS BETTER FOR MOST OF THE NATION.	49.2%	60.1%	61.9%	59.0%	57.2%
BUSINESS MAKES TOO MUCH PROFIT.	29.3	15.9	44.5	23.0	27.8
THE FEDERAL GOVERNMENT SHOULD SET A LIMIT ON THE PERCENTAGE OF PROFIT A BUSINESS CAN MAKE.	21.8	12.9	24.8	19.7	21.4
Disagree					
THE PROFITS OF LARGE COMPANIES HELP MAKE THINGS BETTER FOR MOST OF THE NATION.	28.9	26.0	30.5	30.0	28.7
BUSINESS MAKES TOO MUCH PROFIT.	39.2	62.4	39.4	59.6	50.1
THE FEDERAL GOVERNMENT SHOULD SET A LIMIT ON THE PERCENTAGE OF PROFIT A BUSINESS CAN MAKE.	56.5	79.4	66.1	73.5	68.7

TABLE 4

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "THE VALUE OF PROFITS IN OUR FREE ENTERPRISE SYSTEM"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	--	--
Female	--	--	--	--	--	--	--	--	--	--
Political Party										
Democrat	3.9640	6.5101	4.3802	4.6298	3.7486	13.0620	4.1152	28.1820	4.0090	61.9100
Republican	4.3930		4.7643		4.3924		4.9357		4.6713	
Others	--	--	4.8835	3.8761	--	--	--	--	--	--
Republican & Democrat	--	--	4.5723		--	--	--	--	--	--
Religion:										
Mormons	--	--	--	--	--	--	--	--	--	--
Others	--	--	--	--	--	--	--	--	--	--
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

impersonal in their relations with consumers." The composite of all groups indicated that 77% agreed with the same statement. High school distributive education students had a high percentage of agreement concerning the statement that "most large businesses are not as fair to their employees as are smaller businesses." People working in business were slightly more in agreement than other groups when asked if "provided they stay within the law, large companies should be allowed to grow as big as they can." (See Table 5).

Democrats showed more agreement with the key statements of this area of inquiry than did the Republicans. Significance was found at the .05 level of confidence for the post-secondary accounting students, individuals working in business, and the composite of all the groups. (See Table 6.) Also among the private citizens, significance at the .05 level of confidence was found between those of the Mormon religion and all the other religious denominations grouped together. Those private citizens of the Mormon faith were significantly more in disagreement with the key statements of this section; therefore, the null hypothesis was rejected for the demographic variables of political party and religion in the groups cited.

Who is Best Able to Achieve the Goals of a Free Market Economy

Two key statements were the basis for this concept:

1. In general, prices can best be kept down through business competition.
2. For the public benefit, there should be more government regulation of business than there is today.

High school distributive education students were significantly less in agreement with the statement: "In general, prices can best be

TABLE 5

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Large vs. Small Business

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
THERE IS TOO MUCH POWER CONCENTRATED IN THE HANDS OF A FEW LARGE COMPANIES.	74.3%	65.6%	79.6%	74.4%	74.3%
AS THEY GROW BIGGER, COMPANIES USUALLY BECOME IMPERSONAL IN THEIR RELATIONS WITH CONSUMERS.	71.7	79.5	85.1	72.2	77.0
PROVIDED THEY STAY WITHIN THE LAW, LARGE COMPANIES SHOULD BE ALLOWED TO GROW AS BIG AS THEY CAN.	57.4	56.4	59.9	67.7	60.0
MOST LARGE BUSINESSES ARE NOT AS FAIR TO THEIR EMPLOYEES AS ARE SMALLER BUSINESSES.	51.9	24.3	37.4	33.4	36.9
Disagree					
THERE IS TOO MUCH POWER CONCENTRATED IN THE HANDS OF A FEW LARGE COMPANIES.	8.1%	22.0%	14.6%	17.1%	15.5%
AS THEY GROW BIGGER, COMPANIES USUALLY BECOME IMPERSONAL IN THEIR RELATIONS WITH CONSUMERS.	14.8	15.6	11.7	23.8	16.5
PROVIDED THEY STAY WITHIN THE LAW, LARGE COMPANIES SHOULD BE ALLOWED TO GROW AS BIG AS THEY CAN.	30.0	36.7	34.2	27.6	32.3
MOST LARGE BUSINESSES ARE NOT AS FAIR TO THEIR EMPLOYEES AS ARE SMALLER BUSINESSES.	27.3	58.9	50.2	55.6	47.6

TABLE 6

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "THE SIZE AND PERCEIVED EFFECTIVENESS OF THE BUSINESS ORGANIZATION"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	--	--
Female	--	--	--	--	--	--	--	--	--	--
Political Party										
Democrat	--	--	3.1961	4.302	--	--	3.1010	4.2901	3.0629	10.4670
Republican	--	--	3.5545		--	--	3.4285		3.3120	
Others	--	--	--	--	--	--	--	--	--	--
Republican & Democrat	--	--	--	--	--	--	--	--	--	--
Religion:										
Mormons	--	--	--	--	3.1114	4.5425	--	--	--	--
Others	--	--	--	--	2.8298		--	--	--	--
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

kept down through business competition" than were any of the other groups. Only seventy-eight percent of the high school distributive education students agreed with the statement while 92.1% of the post-secondary accounting students agreed. Forty percent of the high school students also believed that "for the public benefit, there should be more government regulation of business than there is today." This is contrasted with the composite of 25.2% for all the groups combined. (See Table 7).

Significance at the .05 level of confidence is indicated in Table 8 between the male and female respondents with the composite group. The females were more in agreement with the key statements than the males. Significance was also evident between the Republicans and Democrats among the post-secondary accounting students and the composite group. In both instances the Democrats were more in agreement with the key statements than were the Republicans. Mormons were also in disagreement significantly more than other religious denominations among private citizens and the composite group. The null hypothesis was rejected for those selected demographic variables of political party and religious application mentioned above.

The Opportunities of Being Employed in the Business Sector

Four key statements comprise the elements in this section:

1. A person can contribute as much to society in the business world as in a profession or trade.
2. Young people today would be well-advised to consider entering the business world.
3. Opportunities for personal satisfaction on the job have increased in big business in the last few years.

TABLE 7

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Government vs. Business

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
IN GENERAL, PRICES CAN BEST BE KEPT DOWN THROUGH BUSINESS COMPETITION.	78.5%	92.1%	90.9%	89.5%	87.6
FOR THE PUBLIC BENEFIT, THERE SHOULD BE MORE GOVERNMENT REGULATION OF BUSINESS THAN THERE IS TODAY.	40.1	14.7	24.5	20.6	25.2
Disagree					
IN GENERAL, PRICES CAN BEST BE KEPT DOWN THROUGH BUSINESS COMPETITION.	11.0%	1.2%	5.9%	7.6%	7.6%
FOR THE PUBLIC BENEFIT, THERE SHOULD BE MORE GOVERNMENT REGULATION OF BUSINESS THAN THERE IS TODAY.	43.0%	81.4	70.9	71.8	66.4

TABLE 8

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "WHO IS BEST ABLE TO ACHIEVE THE GOALS OF A FREE MARKET ECONOMY"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	3.5853	5.9148
Female	--	--	--	--	--	--	--	--	3.4124	
Political Party:										
Democrat	--	--	3.4107	4.1925	--	--	--	--	3.3853	7.4563
Republican	--	--	3.7877		--	--	--	--	3.6260	
Others	--	--	--	--	--	--	--	--	--	--
Republican & Democrat	--	--	--	--	--	--	--	--	--	--
Religion:										
Mormons	--	--	--	--	3.6357	6.0671	--	--	3.5712	4.1431
Others	--	--	--	--	3.3049		--	--	3.4265	
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

4. Business wages and benefits are better today relative to the cost of living than they were 25 years ago.

Few extremes were evident in this area of concern. Over 83% of all the respondents agreed to some degree with the statement that "a person can contribute as much to society in the business world as in a profession or trade." This seems to have some contradiction with only 58.9% of the total responding agreeing with the idea that "opportunities for personal satisfaction on the job have increased in big business in the last few years." Perhaps they are saying that it doesn't matter what profession you embrace, personal satisfaction may or may not be an important part of it. (See Table 9).

Significance was found at the .05 level of confidence with the Republicans in more agreement with these statements when all groups were combined than the Democrats; therefore, the null hypothesis was rejected for this single demographic variable. (See Table 10).

The Perception that Consumers Have Toward the Business Community

Consumers perceptions of the business community is comprised of the following four statements:

1. Many big companies take advantage of consumers by cheapening products and raising prices.
2. Most companies live up to their product guarantees and promises.
3. Business tries harder to please consumers today than was true 5-10 years ago.
4. The quality of most goods and services is better than it was 5-10 years ago.

TABLE 9

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Business as an Employer

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
A PERSON CAN CONTRIBUTE AS MUCH TO SOCIETY IN THE BUSINESS WORLD AS IN A PROFESSION OR TRADE.	74.8	86.4	84.9	89.2	83.5
YOUNG PEOPLE TODAY WOULD BE WELL-ADVISED TO CONSIDER ENTERING THE BUSINESS WORLD.	74.6	73.3	71.7	79.3	74.6
OPPORTUNITIES FOR PERSONAL SATISFACTION ON THE JOB HAVE INCREASED IN BIG BUSINESS IN THE LAST FEW YEARS.	60.4	57.7	54.1	63.4	58.9
BUSINESS WAGES AND BENEFITS ARE BETTER TODAY RELATIVE TO THE COST OF LIVING THAN THEY WERE 25 YEARS AGO.	58.0	70.3	69.5	66.9	66.0
Disagree					
A PERSON CAN CONTRIBUTE AS MUCH TO SOCIETY IN THE BUSINESS WORLD AS IN A PROFESSION OR TRADE.	9.8%	5.4%	8.0%	4.9%	7.1%
YOUNG PEOPLE TODAY WOULD BE WELL-ADVISED TO CONSIDER ENTERING THE BUSINESS WORLD.	7.0	5.7	10.0	5.0	6.9
OPPORTUNITIES FOR PERSONAL SATISFACTION ON THE JOB HAVE INCREASED IN BIG BUSINESS IN THE LAST FEW YEARS.	17.9	18.9	29.0	19.2	21.0
BUSINESS WAGES AND BENEFITS ARE BETTER TODAY RELATIVE TO THE COST OF LIVING THAN THEY WERE 25 YEARS AGO.	25.7	17.1	23.4	26.4	23.0

TABLE 10

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "THE OPPORTUNITIES OF BEING EMPLOYED IN THE BUSINESS SECTOR"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	--	--
Female	--	--	--	--	--	--	--	--	--	--
Political Party:										
Democrat	--	--	--	--	--	--	--	--	2.8341	9.3974
Republican	--	--	--	--	--	--	--	--	2.6550	
Others	--	--	--	--	--	--	--	--	--	--
Republican & Democrat	--	--	--	--	--	--	--	--	--	--
Religion:										
Mormons	--	--	--	--	--	--	--	--	--	--
Others	--	--	--	--	--	--	--	--	--	--
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

Only 48.3% of the composite group believe that "businesses try harder to please consumers today than was true 5-10 years ago." People who actually work in business agreed by 57.6%. High school distributive education students tended to disagree more with the statement that "most companies live up to their product guarantees and promises," than did any other group. (See Table 11.)

Significance was evident at the .05 level of confidence when comparing other political parties (American, Independent, Communist) with the combination of Republicans and Democrats for the high school distributive education students and the composite group. The grouping of Republicans and Democrats showed them in more agreement. Those that were designated as "Others" were more in disagreement with the key statements than those grouped as Republican and Democrat. In these two cases the null hypothesis was rejected. (See Table 12.)

Businesses Attempt to Provide Equal Employment Opportunities

Two key statements comprise this area of inquiry:

1. Most companies are making an honest effort to insure equal opportunities for women in business.
2. Business is making good progress towards providing equal opportunities for advancement for minorities.

Over 71% of all groups believed that "most companies are making an honest effort to insure equal opportunities for women in business." Approximately 79% believe good progress is being made to provide equal opportunities for the advancement of minorities. (See Table 13).

Religion was the significant demographic data in comparing these questions. Mormons from the post-secondary accounting students, business personnel, and the composite group showed more agreement with the

TABLE 11

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Consumerism

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
MANY BIG COMPANIES TAKE ADVANTAGE OF CONSUMERS BY CHEAPENING PRODUCTS AND RAISING PRICES.	79.2%	73.3%	73.2%	64.2%	72.8%
MOST COMPANIES LIVE UP TO THEIR PRODUCT GUARANTEES AND PROMISES.	62.9	75.8	74.2	80.7	73.0
BUSINESS TRIES HARDER TO PLEASE CONSUMERS TODAY THAN WAS TRUE 5-10 YEARS AGO.	41.6	48.5	47.3	57.6	48.3
THE QUALITY OF MOST GOODS AND SERVICES IS BETTER THAN IT WAS 5-10 YEARS AGO.	39.3	39.3	35.9	44.8	39.8
Disagree					
MANY BIG COMPANIES TAKE ADVANTAGE OF CONSUMERS BY CHEAPENING PRODUCTS AND RAISING PRICES.	12.0%	17.9%	19.9%	30.3%	19.6%
MOST COMPANIES LIVE UP TO THEIR PRODUCT GUARANTEES AND PROMISES.	26.8	18.3	22.0	14.0	20.4
BUSINESS TRIES HARDER TO PLEASE CONSUMERS TODAY THAN WAS TRUE 5-10 YEARS AGO.	41.3	34.2	43.3	32.3	37.8
THE QUALITY OF MOST GOODS AND SERVICES IS BETTER THAN IT WAS 5-10 YEARS AGO.	47.5	52.5	58.9	50.6	52.1

TABLE 12

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "THE PERCEPTION THAT CONSUMERS HAVE TOWARD THE BUSINESS COMMUNITY"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	--	--
Female	--	--	--	--	--	--	--	--	--	--
Political Party										
Democrat	--	--	--	--	--	--	--	--	--	--
Republican	--	--	--	--	--	--	--	--	--	--
Others	3.6407	4.4472	--	--	--	--	--	--	3.5785	5.1488
Republican & Democrat	3.3685		--	--	--	-	--	--	3.4271	
Religion:										
Mormons	--	--	--	--	--	--	--	--	--	--
Others	--	--	--	--	--	--	--	--	--	--
	*F(.05,1,377)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

TABLE 13

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Equal Opportunity

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
MOST COMPANIES ARE MAKING AN HONEST EFFORT TO INSURE EQUAL OPPORTUNITIES FOR WOMEN IN BUSINESS.	70.2%	70.5%	72.1%	72.1%	71.1%
BUSINESS IS MAKING GOOD PROGRESS TOWARDS PROVIDING EQUAL OPPORTUNITIES FOR ADVANCEMENT FOR MINORITIES.	75.6	77.7	82.0	80.5	78.8
Disagree					
MOST COMPANIES ARE MAKING AN HONEST EFFORT TO INSURE EQUAL OPPORTUNITIES FOR WOMEN IN BUSINESS.	15.3%	14.8%	20.6%	20.9%	17.6%
BUSINESS IS MAKING GOOD PROGRESS TOWARDS PROVIDING FOR EQUAL OPPORTUNITIES FOR ADVANCEMENT FOR MINORITIES.	10.4	10.1	10.0	10.2	10.2

preceding statements than those of other religions. These findings were significant at the .05 level of confidence and the null hypothesis is rejected for those elements of the demographic data. (See Table 14.)

The Perception of Labor Unions' Contributions to Society

The following three statements comprise the data for this section:

1. The working man today needs unions to get a fair deal from management.
2. Most unions make a positive contribution to society's well-being.
3. Unions are more concerned with their own power than benefiting their members.

Table 15 suggests that less than half of those surveyed believe that labor unions are significant in their contributions to society. Approximately 76% of the private citizens believe that "unions are more concerned with their own power than benefiting their members." Sixty-five percent of all the groups see this as the position of the labor unions.

Political party lines divide those who are in agreement with these statements and those who are in disagreement. Significantly more agreement is apparent with the Democrats than the Republicans in all the groups except the high school distributive education students. Other political parties in the survey were in agreement with the statements more often than the mixed group of Republicans and Democrats. These are significant at the .05 level of confidence; and therefore, the null hypothesis is rejected for those demographic data cited. (See Table 16.)

TABLE 14

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "BUSINESSES ATTEMPT TO PROVIDE EQUAL EMPLOYMENT OPPORTUNITIES"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	--	--
Female	--	--	--	--	--	--	--	--	--	--
Political Party:										
Democrat	--	--	--	--	--	--	--	--	--	--
Republican	--	--	--	--	--	--	--	--	--	--
Others	--	--	--	--	--	--	--	--	--	--
Republican & Democrat	--	--	--	--	--	-	--	--	--	--
Religion:										
Mormons	--	--	2.7915	4.1054	--	--	2.8275	4.8358	2.8086	6.2047
Others	--	--	3.1696		--	--	3.1789		3.0003	
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

TABLE 15

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Labor Unions

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
THE WORKING MAN TODAY NEEDS UNIONS TO GET A FAIR DEAL FROM MANAGEMENT.	58.5%	32.2%	47.3%	35.7%	43.6%
MOST UNIONS MAKE A POSITIVE CONTRIBUTION TO SOCIETY'S WELL-BEING.	56.5	31.4	45.4%	36.7	42.7
UNIONS ARE MORE CONCERNED WITH THEIR OWN POWER THAN BENEFITING THEIR MEMBERS.	54.3	67.9	75.8	64.9	65.3
Disagree					
THE WORKING MAN TODAY NEEDS UNIONS TO GET A FAIR DEAL FROM MANAGEMENT.	21.8%	57.2%	46.4%	55.8%	44.8%
MOST UNIONS MAKE A POSITIVE CONTRIBUTION TO SOCIETY'S WELL-BEING.	21.1	51.5	41.0	48.5	40.1
UNIONS ARE MORE CONCERNED WITH THEIR OWN POWER THAN BENEFITING THEIR MEMBERS.	21.6	16.8	18.5	21.5	19.6

TABLE 16

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "THE PERCEPTION OF LABOR UNIONS' CONTRIBUTIONS TO SOCIETY"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	--	--
Female	--	--	--	--	--	--	--	--	--	--
Political Party:										
Democrat	--	--	3.5791	7.5733	3.1817	8.4290	3.7830	10.2190	3.3988	37.7460
Republican	--	--	4.0973		3.6889		4.2797		3.9033	
Oth[illegible]	--	--	--	--	--	--	3.7603	4.4639	--	--
Republican & Democrat	--	--	--	--	--	--	4.03135		--	--
Religion:										
Mormons	--	--	--	--	--	--	--	--	--	--
Others	--	--	--	--	--	--	--	--	--	--
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

The Social Responsibility of Business

Four statements comprise this section of the study:

1. It is part of business' responsibility to aid society.
2. The majority of companies are honestly trying to be good citizens and live up to their social responsibility.
3. Businessmen do everything they can to make a profit, even if it means ignoring the public needs.
4. Most large companies are trying to prevent and correct any pollution they may be causing.

Over 80% of the respondents believe that business has some responsibility to aid society. Approximately the same number believe that business is now trying to live up to their social responsibilities. Lesser agreement is found when asked if "businessmen do everything they can to make a profit, even if it means ignoring the public needs," and "most large companies are trying to prevent and correct any pollution they may be causing." (See Table 17.)

Post-secondary accounting students and the composite group indicated significant differences between the Democrats and Republicans on the social responsibility of business. Democrats were more in agreement with the statements than were the Republicans. Mormons from the same two groupings showed significantly more agreement with the statements than the other religions. Significance at the .05 level was evident; therefore, the null hypothesis was rejected on the demographic variables of Democrats and Republicans and Mormons and Other Religions as they pertain to post-secondary accounting students and the composite of all the groups surveyed. (See Table 18).

Several of the questions asked in the questionnaire/opinionnaire did not appear in the nine major areas previously cited. Responses to

TABLE 17

AGREEMENT OR DISAGREEMENT WITH KEY STATEMENTS CONCERNING

Social Responsibility

Agree	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
IT IS PART OF BUSINESS' RESPONSIBILITY TO AID SOCIETY.	77.1%	83.0%	82.3%	84.8%	81.5%
THE MAJORITY OF COMPANIES ARE HONESTLY TRYING TO BE GOOD CITIZENS AND LIVE UP TO THEIR SOCIAL RESPONSIBILITIES.	69.7	80.5	82.6	86.4	79.4
BUSINESSMEN DO EVERYTHING THEY CAN TO MAKE A PROFIT, EVEN IF IT MEANS IGNORING THE PUBLIC NEEDS.	55.5	37.9	53.8	40.5	47.0
MOST LARGE COMPANIES ARE TRYING TO PREVENT AND CORRECT ANY POLLUTION THEY MAY BE CAUSING.	56.5	52.8	66.9	62.3	59.2
Disagree					
IT IS PART OF BUSINESS' RESPONSIBILITY TO AID SOCIETY.	6.9%	8.5%	10.9%	7.6%	8.3%
THE MAJORITY OF COMPANIES ARE HONESTLY TRYING TO BE GOOD CITIZENS AND LIVE UP TO THEIR SOCIAL RESPONSIBILITIES.	21.7	16.1	14.3	10.7	15.9
BUSINESSMEN DO EVERYTHING THEY CAN TO MAKE A PROFIT, EVEN IF IT MEANS IGNORING THE PUBLIC NEEDS.	29.5	51.3	39.9	54.1	43.4
MOST LARGE COMPANIES ARE TRYING TO PREVENT AND CORRECT ANY POLLUTION THEY MAY BE CAUSING.	33.2	41.8	28.8	31.7	34.1

TABLE 18

SIGNIFICANT F-RATIOS AND ASSOCIATED MEANS FOR SEX, POLITICAL PARTY, AND RELIGION ON THE DEPENDENT VARIABLE "THE SOCIAL RESPONSIBILITY OF BUSINESS"

	D. E. Students		Post-Secondary Acctg. Students		Private Citizens		Business Personnel		Composite	
	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio	Mean	F-Ratio
Sex:										
Male	--	--	--	--	--	--	--	--	--	--
Female	--	--	--	--	--	--	--	--	--	--
Political Party:										
Democrat	--	--	3.0887	5.5243	--	--	--	--	3.0686	8.6179
Republican	--	--	3.4645		--	--	--	--	3.2658	
Others	--	--	--	--	--	--	--	--	--	--
Repubican & Democrat	--	--	--	--	--	-	--	--	--	--
Religion:										
Mormons	--	--	3.1748	4.7599	--	--	--	--	3.0953	7.3942
Others	--	--	3.4629		--	--	--	--	3.2433	
	*F(.05,1,371)=3.84		*F(.05,1,373)=3.84		*F(.05,1,331)=3.84		*F(.05,1,329)=3.84		*F(.05,1,1436)=3.84	

these questions appear in the following sections of this chapter.

Impressions of How Much American Business is Doing

Each group in the survey was asked to rate how they believed American business was doing in 34 situations. Their ratings were to be one of "a great deal," "some," "a little," "nothing at all," or "don't know." Tables 19 and 20 suggest that there is not a major difference in any of the groups surveyed as to their basic impressions with these statements. See Appendix A for the questionnaire/opinionnaire.

Contributions of Business, Government and Labor

Nineteen questions were subjected to the following question, "What is your opinion on the relative contribution of business, government, and labor today?" Table 21 generally indicates that labor did not receive as much support as business and government in their contribution to the American life style. They did receive considerable support in the section of "Business as Employer." This would be the area where they are generally thought to be able to have more impact. Government especially received strong support in the area of "Social Responsibility," and moderate support in the area of "Consumerism." Business was strongest in certain parts of the section on the "Economy," and they shared the support with government in the section on "Equal Opportunity."

Amount of Confidence in People Running Various Institutions

Each respondent was asked to rate eighteen different major institutions in our country as to whether they had a "great deal of confidence," "some confidence," "little confidence," or "no confidence at all" in them. In only one instance did any group have a ranking of more than 50% with a great deal of confidence. This was for organized

TABLE 19

IMPRESSIONS OF HOW MUCH AMERICAN BUSINESS IS DOING
(Percentages)

	D. E. Students				Post-Secondary Acctg. Students				Private Citizens				Business Personnel				Composite			
Economy	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing
MAKING ECONOMY GROW	32%	42%	17%	3%	49%	38%	9%	1%	43%	34%	14%	3%	50%	38%	8%	2%	43%	38%	12%	2%
PROVIDING JOBS	32	43	18	4	45	40	10	3	44	38	13	2	48	37	11	2	42	40	13	3
PAYING DIVIDENDS	10	31	23	4	15	38	17	2	22	39	14	2	21	40	16	2	17	37	18	2
BEING SOUND INVESTMENT	9	33	23	5	14	40	23	1	17	43	16	3	18	37	22	2	14	38	21	3
REASONABLE PROFITS	15	37	27	7	24	44	18	5	25	33	23	8	19	44	20	7	21	30	22	7
REDUCING DEPRESSION THREAT	12	24	32	15	8	31	31	15	10	24	33	18	13	30	31	14	11	27	32	15
ELIMINATING POVERTY	7	18	29	29	4	15	35	31	7	19	27	30	4	20	31	30	5	18	31	30
KEEPING DOWN LIVING COSTS	9	18	35	31	5	18	33	35	9	12	31	41	7	21	36	32	8	17	34	35
Consumerism																				
DEVELOPING BETTER PRODUCTS	36	38	20	4	48	39	11	1	49	32	14	1	49	40	10	1	45	37	14	2
SAFE PRODUCTS	38	39	15	2	31	50	15	1	32	47	17	2	29	49	19	2	33	46	16	2
HIGH QUALITY PRODUCTS	19	38	28	9	19	48	26	4	23	37	30	7	24	41	27	6	21	41	28	6
CONSUMER SATISFACTION	15	37	34	9	15	45	32	4	14	41	35	5	18	49	28	2	16	43	32	5
Business as Employer																				
MEDICAL SERVICES	25	41	20	6	24	51	18	1	31	46	14	4	28	52	15	2	27	47	17	3
HEALTH AND SAFETY	25	42	25	2	23	60	13	1	28	47	19	2	25	56	16	2	25	51	18	2
REASONABLE WAGES	23	46	20	6	25	57	15	2	26	50	18	4	22	53	20	4	24	51	18	4
DEALING FAIRLY	15	37	33	6	11	50	32	2	13	52	25	5	16	51	27	4	14	48	30	0
EMPLOYEES' POTENTIAL	14	42	28	6	11	39	39	6	9	37	37	9	13	43	35	6	12	40	35	7
RE-ASSIGNING WORKERS	7	25	32	13	6	23	43	10	6	24	36	12	4	30	38	11	6	25	37	12

TABLE 20

IMPRESSIONS OF HOW MUCH AMERICAN BUSINESS IS DOING
(Percentages)

	D. E. Students				Post-Secondary Acctg. Students				Private Citizens				Business Personnel				Composite			
	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing	Great Deal	Some	Little	Nothing
Equal Opportunity																				
OPPORTUNITY FOR MINORITIES	24%	44%	21%	4%	28%	48%	19%	1%	27%	46%	21%	3%	28%	45%	23%	1%	26%	46%	21%	2%
OPPORTUNITY FOR WOMEN	22	45	23	4	20	54	21	1	20	46	28	2	23	46	25	3	21	48	24	2
GIVING YOUNG A CHANCE	21	35	30	11	19	46	26	5	20	40	32	5	26	40	27	5	21	40	29	7
ELIMINATING RELIGIOUS PREJUDICE	15	25	26	16	9	26	28	15	7	25	27	22	13	27	27	15	11	26	27	18
Social Responsibility																				
SUPPORTING EDUCATION	20%	40%	24%	6%	14%	51%	25%	3%	17%	45%	27%	5%	17%	49%	27%	2%	17%	46%	25%	4%
SCIENTIFIC PROGRESS	18	32	22	10	38	38	14	2	29	33	22	4	28	40	16	3	28	36	18	5
CULTURAL ACTIVITIES	7	37	37	4	7	37	40	4	13	43	28	=	10	46	31	4	9	41	34	4
RAISING MORAL STANDARDS	10	23	28	26	3	14	29	42	5	16	35	30	6	20	34	29	6	18	31	32
REVITALIZING COMMUNITIES	11	32	26	10	8	29	36	10	9	29	32	9	11	33	31	12	10	31	31	10
HELPING NEEDY	11	21	39	18	3	17	49	16	6	24	43	16	5	22	44	14	6	21	44	16
GOOD CITIZENSHIP	13	31	37	10	8	32	39	12	9	36	36	9	12	37	38	7	11	34	38	10
WATER POLLUTION	9	25	37	15	8	24	48	9	9	31	39	7	7	32	40	7	8	28	41	10
AIR POLLUTION	13	26	38	13	6	27	49	10	10	36	38	7	6	34	43	8	9	30	42	10
Government																				
WORKING FOR GOOD GOVERNMENT	15%	25%	34%	11%	13%	35%	33%	7%	13%	40%	28%	10%	15%	41%	28%	8%	14%	35%	31%	9%
REDUCING WAR THREAT	9	20	20	21	5	14	20	27	6	13	21	29	5	12	16	32	6	15	19	27

TABLE 21

PERCENTAGE OF RESPONDENTS SELECTING BUSINESS, GOVERNMENT OR LABOR AS DOING THE MOST IN SELECTED AREAS

	D.E. STUDENTS			POST-SECONDARY ACCTG. STUDENTS			PRIVATE CITIZENS			BUSINESS PERSONNEL			COMPOSITE		
	Business	Government	Labor	Business	Government	Labor	Business	Government	Labor	Business	Government	Labor	Business	Government	Labor
Equal Opportunity															
JOB OPPT'Y FOR YOUNG	54%	23%	20%	60%	17%	18%	57%	19%	17%	67%	16%	12%	59%	19%	17%
EQUAL OPPT'Y, FOR WOMEN	36	41	19	24	52	18	27	54	15	29	52	14	29	50	16
EQUAL OPPT'Y, FOR MINORITIES	29	47	20	20	56	19	18	60	16	24	60	11	23	55	17
Economy															
INCREASING PRODUCTIVITY	51	17	29	77	5	13	72	9	13	72	8	13	67	10	17
REDUCING UNEMPLOYMENT	32	49	16	38	42	14	41	37	12	42	40	11	38	43	13
RAISING LIVING STANDARDS	34	44	19	58	24	12	48	23	25	50	22	22	27	29	19
REDUCING DEPRESSION THREAT	25	55	17	35	48	9	33	44	14	34	48	10	32	49	13
CONTROLLING INFLATION	16	68	13	31	58	4	28	53	6	28	56	6	26	59	7
Business As Employer															
EMPLOY. PROB. OF AUTOMATION	40	30	25	46	23	25	43	18	32	47	17	29	44	23	27
FAIR PAY AND BENEFITS	36	37	23	32	23	38	26	24	43	34	22	38	32	27	35
PROBLEM OF OLDER WORKERS	24	47	26	25	41	28	21	46	25	22	45	26	23	45	26
Consumerism															
SAFE PRODUCTS	46	40	10	31	57	7	33	54	93	30	56	8	36	52	8
KEEPING PRICES FAIR	36	45	14	46	39	9	41	35	14	45	38	9	42	40	12
REDUCING UNFAIR PRACTICES	21	58	18	14	66	15	20	55	17	19	59	17	18	60	17
Social Responsibility															
SCIENTIFIC PROGRESS	28	56	12	49	44	2	44	50	3	42	49	4	40	50	5
REDUCING POLLUTION	25	58	13	13	76	6	15	74	6	17	74	4	18	70	7
IMPROVING COMMUNITIES	21	47	28	31	47	16	37	39	15	32	50	12	30	46	18
SUPPORTING EDUCATION	19	63	15	13	75	7	20	65	10	19	68	8	18	68	10
BEAUTIFYING NATION	17	57	22	15	68	11	22	60	11	17	65	11	18	63	14

religion among the post-secondary accounting students. Organized religion and medicine generally received the highest rankings with automobile dealers, advertising, television, and organized labor receiving some of the lowest rankings of confidence. These findings would seem to parallel some national studies of the same variety.[116] (See Table 22.)

Relative Importance of Individual Effort, the Business System, Labor Unions or the Federal Government in Helping the Average Worker Live Better

All groups indicate that individual effort is the most important of four factors in helping the average worker live better. The business system is ranked second by all the groups. Labor unions and the federal government were generally equally weighted. (Table 23 provides the data for each of the factors involved.)

What is the Best Way to Raise the Standard of Living?

Increasing productivity received the greatest support except among the high school distributive education students where 35% believed that reducing the price of products would be the best way to raise the standard of living. Interestingly enough only 38% of the composite group believed that increasing productivity would help, 23.5% believed reducing prices, and 17.8% just didn't know if any of the selections would raise the standard of living; however, many suggestions were made other than those listed on the questionnaire/opinionnaire. See Appendix F and Table 24.

Profits on the Sales Dollar

Nationally it is thought that approximately five cents is the amount earned on each sales dollar. Table 25 indicates that generally fewer than 40% of any group listed a figure between one and seven cents.

TABLE 22

AMOUNT OF CONFIDENCE IN PEOPLE RUNNING VARIOUS INSTITUTIONS

	D.E. STUDENTS				POST-SECONDARY ACCTG. STUDENTS				PRIVATE CITIZENS				BUSINESS PERSONNEL				COMPOSITE			
	A Great Deal	Some	Little	No	A Great Deal	Some	Little	No	A Great Deal	Some	Little	No	A Great Deal	Some	Little	No	A Great Deal	Some	Little	No
BANKS/FINANCIAL INST.	40%	49%	7%	2%	39%	51%	5%	1%	32%	56%	7%	2%	35%	51%	11%	1%	37%	52%	7%	2%
BIG BUSINESS	24	45	24	4	24	53	18	2	17	52	24	5	18	60	16	3	21	52	21	3
SMALL BUSINESS	37	46	12	2	35	53	8	0	29	54	13	1	31	56	9	2	33	52	11	1
LARGE RETAIL STORES	24	53	16	3	25	58	12	1	22	51	20	2	24	55	16	2	24	54	16	2
MILITARY	41	35	16	4	23	45	21	7	19	46	26	5	22	44	24	8	27	42	21	6
SCIENTIFIC COMMUNITY	31	43	18	4	42	42	10	3	34	47	11	2	38	46	8	4	36	44	12	3
MENTAL HEALTH/PSYCHIATRY	34	43	15	5	22	44	24	6	20	44	26	6	22	52	17	6	24	45	21	6
MEDICINE	48	38	9	3	49	37	9	2	37	48	11	2	35	49	10	2	43	43	10	2
EDUCATION	42	36	13	5	35	47	10	4	31	50	12	4	28	55	12	2	34	47	12	4
ORGANIZED RELIGION	43	30	15	8	51	29	10	5	39	35	16	6	37	38	16	7	43	32	14	7
ORGANIZED LABOR	25	50	17	5	8	33	34	20	10	33	36	17	10	36	36	16	14	38	30	14
AUTOMOTIVE DEALER	12	32	37	16	4	26	46	19	4	24	49	20	5	28	45	19	7	28	44	19
EXECUTIVE BRANCH OF GOV'T.	23	39	25	10	12	49	28	8	13	46	28	9	13	53	24	7	15	47	26	8
SUPREME COURT	33	40	17	8	21	45	22	8	14	43	29	10	24	44	24	6	23	43	23	8
CONGRESS	24	39	24	10	10	39	37	9	11	40	35	10	12	49	29	8	15	42	31	9
ADVERTISING	13	40	33	11	6	32	42	17	9	30	39	19	10	42	36	11	10	36	37	14
TELEVISION	21	40	28	8	8	38	39	11	10	34	39	14	8	47	31	12	12	40	34	11
NEWSPAPERS	28	47	19	3	11	56	26	4	15	46	29	7	12	55	25	6	17	51	25	5

TABLE 23

RELATIVE IMPORTANCE OF FOUR FACTORS IN HELPING THE AVERAGE WORKER LIVE BETTER

#1 WOULD BE MOST IMPORTANT, #4 WOULD BE LEAST IMPORTANT

FACTORS:		#1	#2	#3	#4
INDIVIDUAL EFFORT	D.E. STUDENTS	78.0%	8.2%	3.7%	5.2%
	POST-SECONDARY ACCTG. STUDENTS	62.3	15.2	8.6	7.7
	PRIVATE CITIZENS	75.5	7.4	3.7	6.6
	BUSINESS PERSONNEL	77.6	8.4	2.6	7.8
	COMPOSITE	73.1	9.9	4.8	6.6
BUSINESS SYSTEM	D.E. STUDENTS	7.2%	58.4%	21.5%	7.7%
	POST-SECONDARY ACCTG. STUDENTS	11.2	37.2	30.1	14.4
	PRIVATE CITIZENS	12.0	47.9	21.1	11.1
	BUSINESS PERSONNEL	9.9	51.7	22.4	11.3
	COMPOSITE	10.0	48.7	23.9	11.1
LABOR UNIONS	D.E. STUDENTS	4.7%	15.1%	31.5%	42.8%
	POST-SECONDARY ACCTG. STUDENTS	12.5	29.8	24.0	26.9
	PRIVATE CITIZENS	9.7	23.4	30.2	29.1
	BUSINESS PERSONNEL	6.1	18.3	36.0	35.2
	COMPOSITE	8.3	21.8	30.2	33.6
FEDERAL GOVERNMENT	D.E. STUDENTS	6.7%	12.6%	37.1%	38.1%
	POST-SECONDARY ACCTG. STUDENTS	10.8	19.3	27.6	35.2
	PRIVATE CITIZENS	8.0	14.8	29.6	38.5
	BUSINESS PERSONNEL	7.3	18.3	34.0	34.3
	COMPOSITE	8.2	16.2	32.1	36.5

TABLE 24

WHAT IS THE BEST WAY TO RAISE THE STANDARD OF LIVING?

	D.E. STUDENTS	POST-SECONDARY ACCTG. STUDENTS	PRIVATE CITIZENS	BUSINESS PERSONNEL	COMPOSITE
REDUCE PRICE OF PRODUCTS	35.0%	17.8%	20.8%	19.2%	23.5%
INCREASE EMPLOYEE WAGES	13.0	4.2	9.7	6.4	8.4
INCREASE PRODUCTIVITY	17.6	45.3	42.7	48.8	38.0
OTHER	5.4	10.9	9.4	9.0	8.6
DON'T KNOW	23.7	17.6	14.8	14.0	17.8

TABLE 25

WHAT RESPONDENTS THINK PROFITS ARE ON A SALES DOLLAR. . . AND WHAT THEY THINK THEY SHOULD BE

THINK PROFITS ARE:	1-3¢	4-7¢	8-12¢	13-22¢	23-32¢	33-42¢	43-52¢	53-99¢	MEAN AVERAGE
D. E. STUDENTS	18%	14%	12%	10%	7%	7%	6%	4%	20.65¢
POST-SECONDARY ACCTG. STUDENTS	15	27	17	15	8	2	5	1	15.06
PRIVATE CITIZENS	14	17	15	15	14	4	3	1	15.93
BUSINESS PERSONNEL	17	20	17	13	8	4	4	2	15.30
COMPOSITE	15	20	15	15	9	3	5	1	16.74
THINK PROFITS SHOULD BE:									
D. E. STUDENTS	12%	14%	12%	11%	11%	4%	8%	3%	20.92¢
POST-SECONDARY ACCTG. STUDENTS	9	20	20	15	12	5	3	1	16.51
PRIVATE CITIZENS	13	17	24	16	8	2	4	0	13.08
BUSINESS PERSONNEL	7	19	21	16	10	3	6	1	18.29
COMPOSITE	10	19	19	13	10	4	5	1	17.46

All groups except the high school distributive education students thought it averaged around 16% earned on each sales dollar. It was evident that they believed this was a realistic percentage because when asked what they thought the amount was that business should earn in profits the mean average was somewhat the same.

How Business Profits are Viewed

Table 26 suggests that 50% of the respondents believe that business profits are reasonable. This somewhat corroborates the findings in Table 25 when little change is indicated when the respondents were asked what they thought profits should be. Twenty-six percent, however, believe that profits are too high.

What Happens to Company Profits?

When asked what happens to company profits, or what should happen to them, it is notable that all groups believed that they should shift more of the profits to the employees themselves or to charities, schools and community organizations rather than to have them given to shareholders or as bonuses to top executives. The amount for reinvestment in expansion including research and development did not experience a shift. Apparently the respondents believe that this is adequately being served and should continue in approximately the same proportion. (See Table 27.)

Largest Single Contributor and Greatest Threat to America's Progress

Business is considered the greatest contributor to America's progress except with the high school distributive education students who believe that education is the greatest contributor. Table 28 indicates

TABLE 26

HOW BUSINESS PROFITS ARE VIEWED

	D. E. STUDENTS	POST-SECONDARY ACCTG. STUDENTS	PRIVATE CITIZENS	BUSINESS PERSONNEL	COMPOSITE
TOO HIGH	29.1%	18.8%	35.6%	21.5%	26.1%
REASONABLE	43.0	60.4	43.9	52.6	50.1
NOT HIGH ENOUGH	8.1	7.9	4.8	13.4	8.5
DON'T KNOW	14.7	7.4	12.5	9.6	11.1

TABLE 27

WHAT RESPONDENTS THINK HAPPENS TO LARGEST PORTION OF COMPANY PROFITS, AND WHAT THEY THINK SHOULD HAPPEN

	Reinvested in Expansion (Includes Research and Development)	Distributed To Owners (Shareholders)	Given as Bonuses To Top Executives	Shared with All Employees	Contributed to Charities/Schools/ & Community Organizations	Other
WHAT DO YOU THINK ACTUALLY HAPPENS TO THE LARGEST PORTION OF A COMPANY'S NET PROFIT?						
D. E. STUDENTS	45.2%	20.8%	11.5%	9.8%	2.[illegible]%	5.1%
POST-SECONDARY ACCTG. STUDENTS	59.9	19.6	6.2	3.2	0.0	5.9
PRIVATE CITIZENS	45.3	27.9	15.4	5.4	0.6	3.4
BUSINESS PERSONNEL	55.8	27.3	9.0	2.0	0.3	2.0
COMPOSITE	51.6	23.6	10.4	5.2	0.7	4.2
WHAT DO YOU THINK SHOULD HAPPEN TO THE LARGEST PORTION OF A COMPANY'S NET PROFIT?						
D. E. STUDENTS	39.9%	9.8%	1.5%	27.6%	11.2%	3.7%
POST-SECONDARY ACCTG. STUDENTS	60.6	13.6	0.7	12.9	3.7	3.5
PRIVATE CITIZENS	47.3	20.8	0.6	19.4	5.1	4.8
BUSINESS PERSONNEL	53.5	15.1	0.3	22.7	2.0	2.6
COMPOSITE	50.3	14.6	0.8	20.6	5.7	3.6

TABLE 28

LARGEST SINGLE CONTRIBUTOR AND GREATEST THREAT TO AMERICA'S PROGRESS

	D.E. Students		Post-Secondary Acctg. Students		Private Citizen		Business Personnel		Composite	
	Largest Contributor	Greatest Threat	Largest Contributor	Greatest Threat	Largest Contributor	Greatest Threat	Largest Contributor	Greatest Threat	Largest Contributor	Greatest Threat
CHOICES:										
Education	29.6%	5.4%	29.5%	1.7%	33.3%	4.0%	31.7%	1.5%	30.9%	3.2%
Business	27.6	11.5	45.3	3.2	41.3	5.4	44.8	4.7	39.5	6.3
Government	17.6	36.7	9.4	40.8	11.1	36.5	10.8	37.5	12.3	37.9
Labor Organization	13.9	28.6	2.7	38.1	4.8	37.0	3.5	37.2	6.4	35.1
WRITTEN IN:	4.9%	7.8%	7.7%	10.4%	6.8%	10.0%	5.8%	12.2%	6.3%	10.0%

that government is the greatest threat, with labor organizations ranking a close second with almost every group. There were also significant numbers that wrote in an answer that was not suggested by the questionnaire/opinionnaire. These are found in Appendix F.

Contributors to Inflation

Government spending was considered as a major factor by all the groups in their contribution to inflation. Labor policies was the second most important factor with consumer spending and business policies contributing some to the dilemma. (See Table 29.)

How to Keep Profits Reasonable

High school distributive education students were close to being evenly split as to whether competition or government controls would keep profits reasonable. In Table 30, approximately 70% of the others surveyed believed that competition would be most effective; however, 25% believed that government controls would be needed.

Impression of Business System

Few respondents chose the statement "very good--needs little change." It is evident that they see business needing some improvement in their image. The second choice of "on the whole, the good features outweigh the bad," was chosen by over half of the respondents in each group except only 30% of the high school distributive education students made that selection. The high school students were much more cautious and 40% of them believe that "it has as many good features as bad." Table 31 suggests that the high school students have a much more nebulous view of business, while it seems the other groups are distinctly inclined towards a more positive view.

TABLE 29

EXTENT TO WHICH FOUR FACTORS CONTRIBUTE TO INFLATION

CONTRIBUTES TO INFLATION	D. E. Students			Post-Secondary Acctg. Students			Private Citizens			Business Personnel			Composite		
	A Great Deal	Some	Little or none at all	A Great Deal	Some	Little or none at all	A Great Deal	Some	Little or none at all	A Great Deal	Some	Little or none at all	A Great Deal	Some	Little or none at all
CONSUMER SPENDING	29	47	15	24	50	21	25	47	20	23	48	18	25	48	18
LABOR POLICIES	23	60	9	45	46	5	48	39	4	46	41	3	40	47	5
BUSINESS POLICIES	32	52	7	21	65	8	31	53	7	22	58	7	27	57	7
GOVERNMENT SPENDING	65	23	5	78	17	2	78	15	3	78	15	1	74	17	3

TABLE 30

HOW TO KEEP PROFITS REASONABLE

	D.E. Students	Post-Secondary Accts. Students	Private Citizens	Business Personnel	Composite
Competition will keep Profits reasonable	50.6%	72.3%	72.1%	68.6%	65.5%
Government Controls needed to keep profits reasonable	41.6	23.5	23.6	25.0	28.8

TABLE 31

IMPRESSION OF BUSINESS SYSTEM

	D.E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
VERY GOOD--NEEDS LITTLE CHANGE	3.7%	8.9%	4.8%	2.6%	5.1%
ON THE WHOLE, THE GOOD FEATURES OUTWEIGH THE BAD	30.3	56.2	52.4	59.9	49.1
IT HAS AS MANY GOOD FEATURES AS BAD	40.1	25.0	29.9	25.6	30.4
ON THE WHOLE, THE BAD FEATURES OUTWEIGH THE GOOD	9.0	2.2	5.7	3.2	5.1
VERY BAD--MAJOR CHANGES NEEDED	3.2	1.5	4.0	2.3	2.7
NO OPINION	7.3	3.2	2.8	2.0	4.0

Today's Attitude vs. Two Years Ago

Post-secondary accounting students and business personnel seem inclined to be more positive about their attitude toward business than they were two years ago according to Table 32. Approximately 43% of the private citizens felt about the same, while the high school distributive education students continue to show some pessimism with approximately 34% of them believing that their attitude is less positive than it was two years ago.

Best Economic System for the United States

Over 50% of all the groups favored capitalism as the best economic system for the United States. Sixty-six percent of the post-secondary accounting students chose this system, while only 33% of the high school distributive education students believe that capitalism is the best economic system. Approximately 17% of all the groups favored a combination of capitalism and socialism. Table 33 also suggests some uncertainty especially with the high school distributive education students who had 27% of their group suggesting they did not know which system would be the best for the United States.

TABLE 32

HOW TODAY'S ATTITUDES TOWARD BUSINESS DIFFER FROM TWO YEARS AGO

	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
ATTITUDES ARE MORE POSITIVE NOW THAN TWO YEARS AGO	29.6%	44.6%	22.8%	38.4%	34.0%
ATTITUDES ARE ABOUT THE SAME NOW AS TWO YEARS AGO	37.2	23.3	42.5	34.6	29.5
ATTITUDES ARE LESS POSITIVE NOW THAN TWO YEARS AGO	26.7	28.7	33.9	23.3	32.7

TABLE 33

THE BEST ECONOMIC SYSTEM FOR THE UNITED STATES

	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
CAPITALISM	32.8%	66.1%	53.6%	52.3%	51.0%
COMBINATION OF CAPITALISM AND SOCIALISM	16.9	14.4	17.1	18.9	16.7
SOCIALISM	11.0	4.0	4.0	4.7	6.0
COMMUNISM	1.2	0.2	0.6	1.2	0.8
OTHER	3.4	3.2	2.3	1.5	2.7
DON'T KNOW	26.9	8.4	17.7	15.4	17.2

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The purpose of this research project was to determine the perceptions of various groups of individuals concerning American business, government, labor, the free enterprise system and other institutions in our society.

The research project was designed to determine attitudes and perceptions of four groups concerning various topics. The four groups included in the study were: (1) students enrolled in Utah high school distributive education programs; (2) students enrolled in introductory accounting courses in post-secondary institutions in Utah; (3) business peronnel from selected businesses and communities in Utah; and (4) representatives of the private citizen sector of society.

Procedures

The study was conducted from September 1976 to April of 1977. The questionnaire/opinionnaire was administered to individuals in each of the four categories listed above. Participants used in the study were selected on a stratified random sample basis.

Inasmuch as the study involved both high school and post-secondary students, the only communities used in the post-secondary, business personnel, and private citizens portion of the survey were communities which had both high school distributive education and post-secondary programs. These communities included: Cedar City, Ephraim, Logan, Moab, Ogden, Price, Provo, Richfield, Roosevelt, St. George, Salt Lake City, and Smithfield.

Questionnaire/opinionnaires used in this study were prepared in four colors: white--distributive education students; buff--post-secondary accounting students; green--business personnel; and pink--private citizens. The instruments were distributed to individuals in each of the selected populations on a random basis.

Completed questionnaire/opinionnaires for each of the populations surveyed were punched on cards and sent to the Brigham Young University Computer Center for statistical computations.

The statistical methodology used was the Statistical Package for Social Sciences (SPSS) for the compilation of each category of data. After the data were summarized for each individual group it was necessary to used another adaptation of SPSS to determine the estimated means of the key statements that were used in determining significance between selected demographic data and the dependent variables. The method used for the analysis of variance was called "Rummage" which is a general purpose computer program for solving linear model problems arising from analysis of variance, analysis of co-variance, experimental design, regression, weighted least squares, multivariate analysis of co-variance, and multidimensional contingency tables.

Findings

Significant differences were found to exist in some manner between and among the groups involved in the study in all nine basic groupings of key statements. The majority of the significant differences were involved in the area of political party affiliation.

In addition, each group surveyed was asked to rate how they believed American business was doing in thirty-four situations. There was not any major difference in any of the groups surveyed concerning their impressions. The highest rating (45%) given in the composite listing for business doing a "great deal" was in the area of developing better products. On the other hand the composite listing indicated that 35% of those surveyed felt business was doing "nothing at all" in the area of keeping down living costs.

Respondents were questioned concerning their opinion of the relative contribution of business, government, and labor today in society. Generally labor did not receive as much support as business and government in relation to their contribution. Government received especially strong support in the area of "social responsibility." Business received its strongest support in the area on the "economy."

Responses to questions like "What is the best way to raise the standard of living, "How much profit does a business earn on each sales dollar," and "What is the best economic system for the United States," indicated that basically most of the individuals surveyed did not have a very good understanding of basic economic concepts.

In addition, responses given to open-ended questions on the questionnaire/opinionnaire indicate that many people have very definite opinions concerning many areas of economics, government, business, and labor. Responses ranged from "Get the federal government out of all businesses," to "I favor a neo-social-cooperative type of government--one free of the debilitating effects of prejudice and favoritism." (See Appendix F.)

Conclusions

On the basis of the findings of this survey, the following conclusions are made:

1. Political party affiliation significantly divided most groups on the issues of businesses' image, the value of profits in a free enterprise system, the size and effectiveness of business organizations and who is best able to achieve the goals of a free market economy. Republicans tend to view businesses' contribution more positively than do the Democrats.

2. High school distributive education students tend to view businesses' contribution to society with more skepticism than any of the other groups.

3. High school distributive education students often viewed government and labor as more reasonable alternatives than business to achieving better economic ends.

4. Democrats view the labor unions' role in society significantly more useful than do the Republicans.

5. Members of the Mormon religion feel that business is generally trying to provide equal opportunity for both minorities and women; however, other religions do not equally concur with this conclusion.

6. There is not a major difference in any of the groups surveyed concerning their conceptions of how much American business is doing on thirty-four selected questions of social, economic, and government inquiry.

7. The foregoing conclusions, however, show that the composite percentages of the groups indicate that a majority of those surveyed feel business is rated basically as doing "some" or "a little" in the thirty-four areas.

8. In comparing the area of contributions of business, government and labor, the composite group indicated that labor does the least in the nineteen selected areas and that business does the most. These nineteen areas included statements concerning equal opportunity, the economy, business as employer, consumerism and social responsibility.

9. In the area of confidence in people running various institutions, the composite group indicated the most confidence in people involved in organized religion, medicine, banks/financial institutions, and those in the scientific community. The same respondents indicated the least amount of confidence in automotive dealers, advertising, television, organized labor, Congress, and the executive branch of government.

10. Individual effort is considered more important in helping the average worker live better than the business system, labor unions or the federal government.

11. There is no consensus on the best way to raise the standard of living.

12. Business profits are viewed as being reasonable or slightly too high and competition is generally considered the best way to keep profits reasonable.

13. Profits on a sales dollar are believed to be three times greater than they actually are.

14. The composite group believed that the largest portion of a company's net profit is reinvested in expansion and secondly it is distributed to owners (shareholders) and then to top executives. They concluded that reinvestment was important but, secondly the employees should share in the profits more than the owners (shareholders) and almost to the exclusion of bonuses given to top executives.

15. Business is viewed as the largest single contributor to America's progress from among possible choices of business, education, government, and labor organizations.

16. Government spending contributes more to inflation than consumer spending, labor policies or business policies.

17. Attitudes about business are generally equally divided among being more positive, about the same, or less positive than two years ago.

18. Capitalism is the best economic system for the United States among possible choices of combination of capitalism and socialism, communism, or other; however, high school distributive education students were not as convinced as the other groups.

Recommendations

The findings and conclusions of this survey support the following recommendations:

1. American business, government, and labor need to do more to alter the impressions people have concerning their images.

2. Labor needs to make more of a contribution in the areas of equal opportunity, the economy, business as employer, consumerism and social responsibility.

3. Individuals involved in various professions need to do more to improve the amount of confidence people have in their respective fields of endeavor.

4. Government spending should be curtailed in order to alleviate inflation.

5. Efforts should be made to increase the economic awareness of people in various areas. Such efforts should include more programs

designed to facilitate economic education and greater expenditures on the part of business, government, and labor to better serve the public.

6. Further study be made among the groups and demographic data of certain individual statements.

7. State departments of education review the findings especially as they relate to high school distributive education programs.

8. All post-secondary, secondary and elementary educational institutions review the findings as they relate to their curricular objectives.

9. Post-secondary teacher education institutions should evaluate their programs to bring about changes which would facilitate better teacher preparation.

10. Encouragement should be given to individuals and organizations to develop materials which could significantly alter some of the present teaching methodologies in economic education.

11. Media resources should be encouraged to integrate more economic concepts into television, radio, and printed materials.

12. Business and all other institutions need to create among their employees, shareholders, and publics a healthy self-respect, involvement, and loyalty to the organization and its objectives.

13. Every means available to business, government, and labor should be utilized to involve people in the day to day activities providing them with risk and opportunity for success.

14. Specific studies should be undertaken dealing with people's attitudes toward labor.

15. Further study be made concerning the correlation between people's attitudes toward business and their basic economic understanding.

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APPENDIX A

QUESTIONNAIRE/OPINIONNIAIRE

REPORT FORM

(Resp. No. 1-3)

1. First, please place an "X" in the box which best represents how much you agree or disagree with each statement listed on the left. There are no right or wrong answers -- we only want your opinions. Please indicate an answer for each statement listed.

		Strongly Agree -1	Somewhat Agree -2	Slightly Agree -3	No Opinion One Way Or The Other -4	Slightly Disagree -5	Somewhat Disagree -6	Strongly Disagree -7
The majority of companies are honestly trying to be good citizens and live up to their social responsibilities. .	4-	☐	☐	☐	☐	☐	☐	☐
For the public benefit, there should be more government regulation of business than there is today	5-	☐	☐	☐	☐	☐	☐	☐
Most large companies are trying to prevent and correct any pollution they may be causing	6-	☐	☐	☐	☐	☐	☐	☐
There is too much power concentrated in the hands of a few large companies.	7-	☐	☐	☐	☐	☐	☐	☐
The profits of large companies help make things better for most of the nation .	8-	☐	☐	☐	☐	☐	☐	☐
In general, prices can best be kept down through business competition . . .	9-	☐	☐	☐	☐	☐	☐	☐
As they grow bigger, companies usually become impersonal in their relations with consumers	10-	☐	☐	☐	☐	☐	☐	☐
Most companies are making an honest effort to insure equal opportunities for women in business	11-	☐	☐	☐	☐	☐	☐	☐
Business is not doing enough today to conserve natural resources	12-	☐	☐	☐	☐	☐	☐	☐
Most large businesses are not as fair to their employees as are smaller businesses.	13-	☐	☐	☐	☐	☐	☐	☐
Most companies try to obey the laws of this country.	14-	☐	☐	☐	☐	☐	☐	☐
It is part of business' responsibility to aid society.	15-	☐	☐	☐	☐	☐	☐	☐
Provided they stay within the law, large companies should be allowed to grow as big as they can.	16-	☐	☐	☐	☐	☐	☐	☐
Businesses don't pay their fair share of taxes	17-	☐	☐	☐	☐	☐	☐	☐
The working man today needs unions to get a fair deal from management . . .	18-	☐	☐	☐	☐	☐	☐	☐
A person can contribute as much to society in the business world as in a profession or trade	19-	☐	☐	☐	☐	☐	☐	☐
The federal government should set a limit on the percentage of profit a business can make.	20-	☐	☐	☐	☐	☐	☐	☐

(Please continue on next page)

	Strongly Agree -1	Somewhat Agree -2	Slightly Agree -3	No Opinion One Way Or The Other -4	Slightly Disagree -5	Somewhat Disagree -6	Strongly Disagree -7
Much of today's advertising is dishonest or misleading 21-	☐	☐	☐	☐	☐	☐	☐
The problems facing our society are largely ignored by business 22-	☐	☐	☐	☐	☐	☐	☐
Unions are more concerned with their own power than benefiting their members 23-	☐	☐	☐	☐	☐	☐	☐
Most businesses are run on a moral and ethical basis 24-	☐	☐	☐	☐	☐	☐	☐
Business tries harder to please consumers today than was true 5-10 years ago. 25-	☐	☐	☐	☐	☐	☐	☐
The quality of most goods and services is better than it was 5-10 years ago . 26-	☐	☐	☐	☐	☐	☐	☐
Many big companies take advantage of consumers by cheapening products and raising prices 27-	☐	☐	☐	☐	☐	☐	☐
There is too much government regulation of business activities 28-	☐	☐	☐	☐	☐	☐	☐
Young people today would be well-advised to consider entering the business world 29-	☐	☐	☐	☐	☐	☐	☐
Business makes too much profit 30-	☐	☐	☐	☐	☐	☐	☐
Opportunities for personal satisfaction on the job have increased in big business in the last few years 31-	☐	☐	☐	☐	☐	☐	☐
Business is making good progress towards providing equal opportunities for advancement for minorities 32-	☐	☐	☐	☐	☐	☐	☐
Most companies live up to their product guarantees and promises 33-	☐	☐	☐	☐	☐	☐	☐
Government control is the best way to keep prices down 34-	☐	☐	☐	☐	☐	☐	☐
Business wages and benefits are better today relative to the cost of living than they were 25 years ago 35-	☐	☐	☐	☐	☐	☐	☐
Business has a moral obligation to help the public, even if it means reducing profits to do this. 36-	☐	☐	☐	☐	☐	☐	☐
Most businessmen are competent and an asset to society 37-	☐	☐	☐	☐	☐	☐	☐
Business has been a positive influence on good government 38-	☐	☐	☐	☐	☐	☐	☐
Businessmen do everything they can to make a profit, even if it means ignoring the public needs. 39-	☐	☐	☐	☐	☐	☐	☐
Most small businesses are fairer to their customers than are larger businesses . . 40-	☐	☐	☐	☐	☐	☐	☐
Most unions make a positive contribution to society's well-being 41-	☐	☐	☐	☐	☐	☐	☐

2. In Column a, for each area listed, please indicate your impression of how much American business is doing in that area -- "a great deal," "some," "a little" or "nothing at all." Then, in Column b, go back and check those areas, if any, in which you think business should not be expected to be involved.

		(a)					(b)
		HOW MUCH BUSINESS IS DOING					Don't Think Business Should Be Involved
		A Great Deal -1	Some -2	A Little -3	Nothing At All -4	Don't Know -5	-6
Developing better products	42-	☐	☐	☐	☐	☐	☐
Supporting cultural activities	43-	☐	☐	☐	☐	☐	☐
Helping to make the economy grow	44-	☐	☐	☐	☐	☐	☐
Providing steady jobs for people	45-	☐	☐	☐	☐	☐	☐
Working for good government	46-	☐	☐	☐	☐	☐	☐
Producing safe products	47-	☐	☐	☐	☐	☐	☐
Paying reasonable wages and salaries	48-	☐	☐	☐	☐	☐	☐
Providing opportunities for racial minorities	49-	☐	☐	☐	☐	☐	☐
Paying out adequate dividends to stockholders	50-	☐	☐	☐	☐	☐	☐
Reducing water pollution	51-	☐	☐	☐	☐	☐	☐
Providing stockholders with sound investment opportunities	52-	☐	☐	☐	☐	☐	☐
Helping those in need	53-	☐	☐	☐	☐	☐	☐
Maintaining reasonable profit levels	54-	☐	☐	☐	☐	☐	☐
Revitalizing our cities	55-	☐	☐	☐	☐	☐	☐
Bringing high quality products to American people	56-	☐	☐	☐	☐	☐	☐
Offering young people a chance to get ahead	57-	☐	☐	☐	☐	☐	☐
Raising moral standards	58-	☐	☐	☐	☐	☐	☐
Dealing fairly with employees	59-	☐	☐	☐	☐	☐	☐
Reducing air pollution	60-	☐	☐	☐	☐	☐	☐
Reducing threat of war	61-	☐	☐	☐	☐	☐	☐
Really caring about consumer satisfaction	62-	☐	☐	☐	☐	☐	☐
Re-assigning workers displaced by automation	63-	☐	☐	☐	☐	☐	☐
Reducing threat of depression	64-	☐	☐	☐	☐	☐	☐
Keeping down the cost of living	65-	☐	☐	☐	☐	☐	☐
Eliminating poverty	66-	☐	☐	☐	☐	☐	☐
Improving communities	67-	☐	☐	☐	☐	☐	☐
Contributing to scientific progress	68-	☐	☐	☐	☐	☐	☐
Improving health and safety conditions of employees	69-	☐	☐	☐	☐	☐	☐
Providing equal opportunities for women	70-	☐	☐	☐	☐	☐	☐
Supporting educational programs	71-	☐	☐	☐	☐	☐	☐
Helping employees realize their full potential	72-	☐	☐	☐	☐	☐	☐
Setting example of good citizenship	73-	☐	☐	☐	☐	☐	☐
Eliminating religious prejudice	74-	☐	☐	☐	☐	☐	☐
Providing medical services to employees	75-	☐	☐	☐	☐	☐	☐

(Please continue on next page)

3. Now we'd like to get your opinions on the relative contribution of business, government and labor today. Place an "X" in the box which indicates which one is doing the most today when it comes to each of the following areas. (CHECK ONE ANSWER FOR EACH STATEMENT)

		Business -1	Government -2	Labor -3
Contributing to scientific progress	76-	☐	☐	☐
Solving the employment problems of automation	77-	☐	☐	☐
Raising the standard of living	78-	☐	☐	☐
Reducing the threat of economic depressions	79-	☐	☐	☐
Supporting education	80-	☐	☐	☐
(Resp. No. 1-3) Reducing water and air pollution	4-	☐	☐	☐
Providing equal opportunities for women	5-	☐	☐	☐
Beautifying the nation	6-	☐	☐	☐
Providing for safety in products	7-	☐	☐	☐
Keeping prices fair	8-	☐	☐	☐
Improving communities	9-	☐	☐	☐
Reducing unfair business practices	10-	☐	☐	☐
Providing for fair pay and benefits	11-	☐	☐	☐
Providing job opportunities for young people	12-	☐	☐	☐
Dealing with the problems of the older worker	13-	☐	☐	☐
Providing equal opportunities for racial minorities	14-	☐	☐	☐
Reducing unemployment	15-	☐	☐	☐
Controlling inflation	16-	☐	☐	☐
Increasing productivity	17-	☐	☐	☐

4. As far as the people running the institutions listed below: would you say you have a great deal of confidence, only some confidence, little confidence or no confidence at all in the people running each of the following: (CHECK ONE ANSWER FOR EACH TYPE OF INSTITUTION)

PEOPLE RUNNING:		Great Deal Of Confidence -1	Some Confidence -2	Little Confidence -3	No Confidence At All -4
Banks, financial institutions	18-	☐	☐	☐	☐
Big businesses	19-	☐	☐	☐	☐
Small businesses	20-	☐	☐	☐	☐
Large retail stores	21-	☐	☐	☐	☐
Military	22-	☐	☐	☐	☐
Scientific community	23-	☐	☐	☐	☐
Mental health/psychiatry	24-	☐	☐	☐	☐
Medicine	25-	☐	☐	☐	☐
Education	26-	☐	☐	☐	☐
Organized religion	27-	☐	☐	☐	☐
Organized labor	28-	☐	☐	☐	☐
Automobile dealers	29-	☐	☐	☐	☐
Executive branch of government	30-	☐	☐	☐	☐
Supreme Court	31-	☐	☐	☐	☐
Congress	32-	☐	☐	☐	☐
Advertising	33-	☐	☐	☐	☐
Television	34-	☐	☐	☐	☐
Newspapers	35-	☐	☐	☐	☐

5. Please rank, with the numbers 1 to 4, the relative importance of each of the following in helping the average worker live better. ("1" would be the most important, "4" would be the least important)

His own individual effort. ______ 36-
The business system . . . ______ 37-
Labor unions . . . . . . ______ 38-
Federal government . . . ______ 39-

6. The best single way to raise the standard of living is to: (CHECK ONLY ONE)

- Increase wages of employees ☐ 40-1
- Reduce prices of products . . ☐ -2
- Increase productivity. . . . ☐ -3
- Don't know . . . . ☐ -4
- Other:(Please Specify) ______________ ☐ -5

____

7. On each sales dollar taken in by the average business, about how many cents do you think is profit after paying all wages, expenses and taxes?

______¢ 41-
42-

8. How do you feel about business profits today, that is, are they ...

- Too high. . . . ☐ 43-1
- Reasonable. . . ☐ -2
- Not high enough ☐ -3
- Don't know . . ☐ -4

9. About how many cents from each sales dollar do you think the average business should be entitled to as profit after paying all wages, expenses and taxes?

______¢ 44-
45-

10. What do you think actually happens to the largest portion of a company's net profit? (CHECK ONLY ONE)

- Distributed to owners (shareholders) . . . . ☐ 46-1
- Reinvested in expansion (includes research and development) . ☐ -2
- Shared with all employees . . . . ☐ -3
- Given as bonuses to top executives . . . . ☐ -4
- Contributed to charities, schools and community organizations ☐ -5
- Other: (Please specify)

______________________________ ☐ -6

____

11. What do you think should happen to the largest portion of a company's net profit? (CHECK ONLY ONE)

- Distributed to owners (shareholders) . . . . ☐ 47-1
- Reinvested in expansion (includes research and development) . ☐ -2
- Shared with all employees . . . . ☐ -3
- Given as bonuses to top executives . . . . ☐ -4
- Contributed to charities, schools and community organizations ☐ -5
- Other:(Please specify)

______________________________ ☐ -6

____

12. The largest single contributor to America's progress is: (CHECK ONLY ONE)

- Government . . . ☐ 48-1
- Education . . . . ☐ -2
- Labor organizations ☐ -3
- Business . . . . . ☐ -4
- Other:(Please Specify) ______________ ☐ -5

____

(Please continue on next page)

13. The largest single threat to America's progress is: (CHECK ONLY ONE)

Government ☐ 49-1
Education ☐ -2
Labor organizations ☐ -3
Business . . . . . ☐ -4
Other: (Please Specify)________________ ☐ -5
____

14. To what extent do you think each of the following contributes to inflation (general price increases) as it exists today? (CHECK ONE BOX ON EACH LINE)

	CONTRIBUTES TO INFLATION ...		
	A Great Deal -1	Some -2	Little Or Not At All -3
a. Consumer spending . . . 50-	☐	☐	☐
b. Labor policies 51-	☐	☐	☐
c. Business policies 52-	☐	☐	☐
d. Government spending . . 53-	☐	☐	☐

15. Do you think we can depend on competition to keep profits at fair levels, or is some sort of government control needed to keep profits reasonable? (CHECK ONLY ONE)

Competition will keep profits reasonable . . . . ☐ 54-1
Government controls needed to keep profits reasonable . ☐ -2

16. Which of these comes closest to your impression of the business system in this country? (CHECK ONLY ONE)

Very good -- needs little change . . . . ☐ 55-1
On the whole, the good features outweigh the bad ☐ -2
It has as many good features as bad . . . . ☐ -3
On the whole, the bad features outweigh the good ☐ -4
Very bad -- major changes are needed . . . . . ☐ -5
No opinion . . . . ☐ -6

17. Compared to 2 years ago would you say your feelings today about business are: (CHECK ONLY ONE)

More positive now than 2 years ago ☐ 56-1
Less positive now than 2 years ago ☐ -2
About the same now as 2 years ago ☐ -3

18. What do you believe is the best economic system for the United States? (CHECK ONLY ONE)

Socialism . ☐ 57-1
Capitalism. ☐ -2
Communism ☐ -3
Combination of capitalism and socialism ☐ -4
Don't know . . . . ☐ -5
Other: (Please specify)________________________ ☐ -6

19. Age:
15-18 ☐ 58-1
19-24 ☐ -2
25-34 ☐ -3
35-49 ☐ -4
50 or over ☐ -5

20. Sex:
Male ☐ 59-1
Female ☐ -2

21. Religious denomination:
Jewish ☐ 60-1
Mormon ☐ -2
Protestant ☐ -3
Roman Catholic ☐ -4
Other__________ ☐ -5

22. Years of school completed:
9 ☐ 61-1
10 ☐ -2
11 ☐ -3
12 ☐ -4
13 ☐ -5
14 ☐ -6
15 ☐ -7
16 ☐ -8
17 or more ☐ -9
Other________ ☐ -0

23. How many formal courses have you taken in economics?

None	☐	62-1	Three	☐	-4	Other (Specify)________	☐	-7
One	☐	-2	Four	☐	-5			
Two	☐	-3	Five	☐	-6			

24. Approximately how many years have you worked in business?

None	☐	63-1	10 to 19 years	☐	-5
Less than 1 year	☐	-2	20 years or more	☐	-6
1 to 4 years	☐	-3	Presently employed	☐	-7
5 to 9 years	☐	-4			

25. Have you ever formally worked for any of the following:

Government:			Labor:		
Federal	☐	64-1	Union official	☐	-4
State	☐	-2	Union employee	☐	-5
Local	☐	-3	Other __________	☐	-6

26. In a political election would you probably vote:

American party	☐	65-1	Independent party	☐	-4
Communist party	☐	-2	Republican party	☐	-5
Democratic party	☐	-3	Other__________	☐	-6

27. Thinking of the area in which you live, how would you describe that area? (College students only--respond as this applies to your home town and state--which are______________________________)

(Check one answer in each column)

(CHECK ONE BELOW)

In or near: City with population of 100,000 or more		
Inner city area	☐	66-1
City but not inner city	☐	-2
Suburb	☐	-3
In or near: City or town with population under 100,000		
75,000 to 99,999 population	☐	-4
50,000 to 74,999 population	☐	-5
25,000 to 49,999 population	☐	-6
10,000 to 24,999 population	☐	-7
5,000 to 9,999 population	☐	-8
Less than 5,000 population	☐	-9
Rural area or town	☐	-0

(CHECK ONE BELOW)

Lower income area	☐	67-1
Lower-middle income area	☐	-2
Middle income area	☐	-3
Upper-middle income area	☐	-4
Upper income area	☐	-5

Thank you for your participation in this research project. If this questionnaire is not picked up, please mail it to

Dr. Gary R. Smith or Dr. Glen L. Boyer, Directors
College of Business/Graduate School of Management
Brigham Young University
351 Jesse Knight Building
Provo, Utah 84602
(801) 374-1211, Ext. 4081

APPENDIX B

DISTRIBUTIVE EDUCATION PROGRAMS SAMPLED

DISTRIBUTIVE EDUCATION PROGRAMS SAMPLED

Bear River High School

Box Elder High School

Skyview High School

Logan High School

Roy High School

Bonneville High School

Weber High School

Ogden High School

Ben Lomond High School

Bountiful High School

Davis High School

Layton High School

Viewmont High School

East High School

West High School

Highland High School

South High School

Cottonwood High School

Granger High School

Granite High School

Kearns High School

Olympus High School

Skyline High School

Cyprus High School

Murray High School

Bingham High School

Brighton High School

Hillcrest High School

Jordan High School

Tooele High School

American Fork High School

Lehi High School

Pleasant Grove High School

Orem High School

Provo High School

Payson High School

Spanish Fork High School

Springville High School

Carbon High School

East Carbon High School

Duchesne High School

Roosevelt High School

Uintah High School

Kanab High School

Cedar City High School

Dixie High School

APPENDIX C

QUESTIONS COMPRISING DEPENDENT VARIABLES

QUESTIONS COMPRISING DEPENDENT VARIABLES

The Image Business Projects to Society

21. Much of today's advertising is dishonest or misleading.
17. Businesses don't pay their fair share of taxes.
37. Most businessmen are competent and an asset to society.
24. Most businesses are run on a moral and ethical basis.

The Value of Profits in Our Free Enterprise System

8. The profits of large companies help make things better for most of the nation.
30. Business makes too much profit.
20. The federal government should set a limit on the percentage of profit a business can make.

The Size and Perceived Effectiveness of the Business Organization

7. There is too much power concentrated in the hands of a few large companies.
10. As they grow bigger, companies usually become impersonal in their relations with consumers.
16. Provided they stay within the law, large companies should be allowed to grow as big as they can.
13. Most large businesses are not as fair to their employees as are smaller businesses.

Who Is Best Able to Achieve the Goals of a Free Market Economy?

9. In general, prices can best be kept down through business competition.
5. For the public benefit, there should be more government regulation of business that there is today.

The Opportunities of Being Employed in the Business Sector

19. A person can contribute as much to society in the business world as in a profession or trade.
29. Young people today would be well-advised to consider entering the business world.
31. Opportunities for personal satisfaction on the job have increased in big business in the last few years.
35. Business wages and benefits are better today relative to the cost of living than they were 25 years ago.

The Perception that Consumers Have Toward The Business Community

27. Many big companies take advantage of consumers by cheapening products and raising prices.
33. Most companies live up to their product guarantees and promises.
25. Business tries harder to please consumers today than was true 5-10 years ago.
26. The quality of most goods and services is better than it was 5-10 years ago.

Businesses Attempt to provide Equal Employment Opportunities

11. Most companies are making an honest effort to insure equal opportunities for women in business.
32. Business is making good progress towards providing equal opportunities for advancement for minorities.

The Perception of Labor Unions Contribution to Society

18. The working man today needs unions to get a fair deal from management.
41. Most unions make a positive contribution to society's well-being.
23. Unions are more concerned with their own power than benefiting their members.

The Social Responsibility of Business

15. It is part of business' responsibility to aid society.
4. The majority of companies are honestly trying to be good citizens and live up to their social responsibilities.
39. Businessmen do everything they can to make a profit, even if it means ignoring the public needs.
6. Most large companies are trying to prevent and correct any pollution they may be causing.

APPENDIX D

CHARACTERISTICS OF POPULATION SAMPLED

CHARACTERISTICS OF POPULATION SAMPLED
(Percentage)

Page 1

	D. E. Students	Post-Secondary Acctg. Students	Private Citizen	Business Personnel	Composite
Age					
15-18 years	90.7%	11.1%	3.4%	4.7%	29.4%
19-24	3.4	68.1	11.7	23.3	27.2
25-34	1.0	12.6	21.4	35.2	16.6
35-49	0.5	4.5	43.9	25.0	17.2
50 or over		1.0	18.8	11.6	7.3
Sex					
Male	51.6%	58.4%	55.3%	59.6%	56.1%
Female	42.1	36.4	42.7	39.5	40.1
Religious Denomination					
Jewish	0.2%	0.2%	0.3%	0.9%	0.4%
Mormon	71.1	83.4	78.6	73.3	76.7
Protestant	2.9	3.5	7.7	10.5	5.9
Roman Catholic	5.9	4.2	8.0	4.4	5.6
Other	13.7	4.7	4.0	10.5	8.3
Years of School Completed					
9	1.2%	0.0%	2.6%	0.3%	1.0%
10	12.0	0.7	2.8	0.6	4.2
11	34.7	0.2	1.7	3.2	10.6
12	42.3	9.4	35.3	26.5	28.2
13	3.2	21.5	11.1	13.1	12.2

CHARACTERISTICS OF POPULATION SAMPLED
(Percentage)

Page 2

	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
Years of School Completed					
14	-	28.0%	15.7%	17.4%	15.2%
15	-	20.5	5.1	9.3	8.8
16	-	10.6	10.8	16.6	9.2
17+	-	6.2	12.5	11.0	7.2
Formal Course Taken in Economics					
none	30.8%	25.0%	47.0%	42.4%	35.7%
1	30.1	32.7	23.4	17.2	26.3
2	21.5	19.8	14.5	19.2	18.9
3	7.1	8.7	7.7	5.8	7.4
4	2.7	5.2	2.6	5.8	4.0
5	1.5	1.7	1.7	5.5	2.5
Other	0.0	2.0	0.3	0.9	0.9
Years Worked in Business					
none	20.8%	11.9%	15.4%	3.8%	13.3%
Less than 1 year	18.1	16.6	3.7	5.5	11.5
1 to 4 years	46.9	48.0	22.2	27.3	37.0
5 to 9 years	5.9	13.1	18.2	25.9	15.3
10 to 19 years	0.2	3.7	19.1	20.6	10.2
20 years or more	-	1.7	15.4	12.5	7.2
Presently employed	-	0.5	2.3	1.5	1.3

CHARACTERISTICS OF POPULATION SAMPLED
(Percentage)

Page 3

	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
Worked for the Following:					
Government					
Federal	3.9%	11.4%	17.9%	14.2%	11.5%
State	6.8	6.9	8.8	6.4	7.2
Local	15.9	7.4	6.0	7.0	9.3
Labor					
Union Official	0.2%	1.0%	3.1%	1.7%	1.5%
Union Employee	5.9	10.4	14.0	7.3	9.3
Other	20.5	8.4	8.0	5.5	10.9
Political Party					
American Party	7.3%	2.2%	3.4%	3.8%	4.2%
Communist Party	2.0	0.5	0.6	1.2	1.1
Democratic Party	29.8	13.1	29.3	25.9	24.3
Independent Party	7.3	3.0	8.3	5.8	6.0
Republican Party	33.0	66.3	42.2	45.1	46.8
Other			11.7	11.0	9.9
Description of Area in Which You Live					
In or Near: City with population of 100,000 or more					
Inner city area	3.9	3.0	2.6	5.8	3.8
City but not inner city	8.8	9.7	7.7	10.8	9.2
Suburb	10.8	20.8	22.2	19.2	18.0

CHARACTERISTICS OF POPULATION SAMPLED
(Percentage)

Page 4

	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
In or Near: City or town with population under 100,000					
75,000 to 99,999 population	2.7%	4.5%	7.1%	7.8%	5.4%
50,000 to 74,999 population	3.9	7.2	6.0	8.7	6.4
25,000 to 49,999 population	6.1	14.1	11.4	8.7	10.1
10,000 to 24,999 population	6.8	10.4	11.4	8.7	9.3
5,000 to 9,999 population	15.9	9.2	6.3	5.2	9.4
Less than 5,000 population	5.6	5.4	1.7	2.6	4.0
Rural area to town	35.5	15.8	23.6	22.4	24.5
Income Range					
Lower income area	3.7%	3.2%	1.7%	4.7%	3.3%
Lower-middle income area	7.8	17.8	15.4	12.8	13.4
Middle income area	37.9	44.3	43.0	40.4	41.4
Upper-middle income area	19.1	27.2	16.8	19.5	20.8
Upper income area	2.0	2.2	4.0	2.3	2.6

CHARACTERISTICS OF POPULATION SAMPLED
(Percentage)

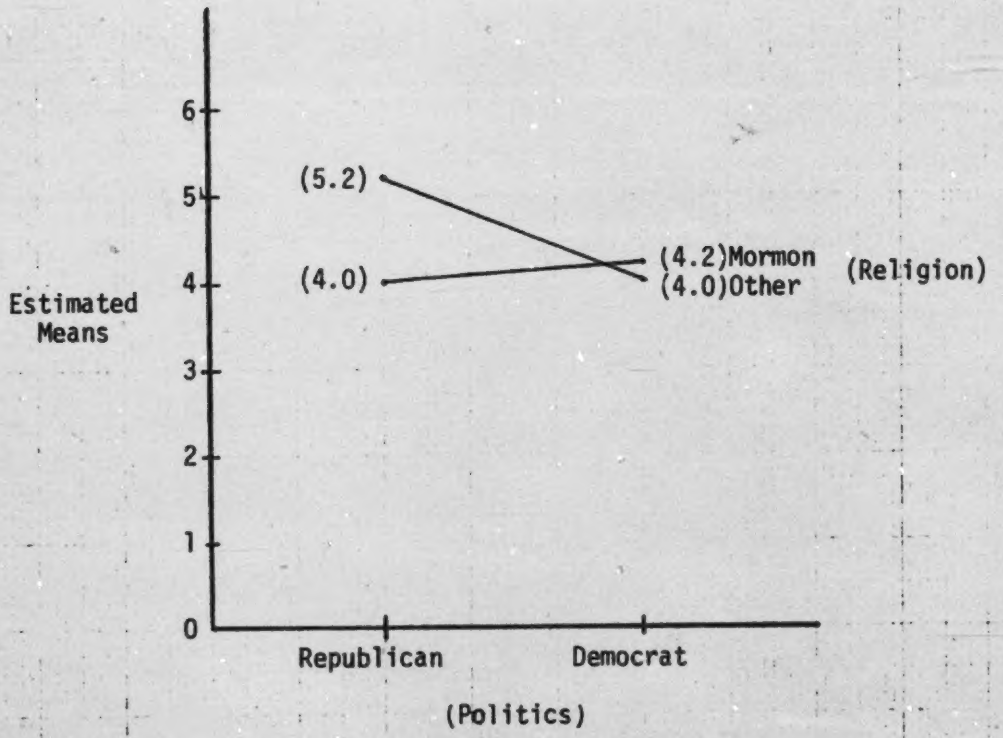
Page 4

	D. E. Students	Post-Secondary Acctg. Students	Private Citizens	Business Personnel	Composite
In or Near: City or town with population under 100,000					
75,000 to 99,999 population	2.7%	4.5%	7.1%	7.8%	5.4%
50,000 to 74,999 population	3.9	7.2	6.0	8.7	6.4
25,000 to 49,939 population	6.1	14.1	11.4	8.7	10.1
10,000 to 24,999 population	6.8	10.4	11.4	8.7	9.3
5,000 to 9,999 population	15.9	9.2	6.3	5.2	9.4
Less than 5,000 population	5.6	5.4	1.7	2.6	4.0
Rural area to town	35.5	15.8	23.6	22.4	24.5
Income Range					
Lower income area	3.7%	3.2%	1.7%	4.7%	3.3%
Lower-middle income area	7.3	17.8	15.4	12.8	13.4
Middle income area	37.9	44.3	43.0	40.4	41.4
Upper-middle income area	19.1	27.2	16.8	19.5	20.8
Upper income area	2.0	2.2	4.0	2.3	2.6

APPENDIX E

SIGNIFICANT TWO- AND THREE-WAY INTERACTION TABLES

SIGNIFICANT TWO-WAY INTERACTION BETWEEN POLITICS AND RELIGION ON "THE VALUE OF PROFITS IN OUR FREE ENTERPRISE SYSTEM" BY BUSINESS PERSONNEL



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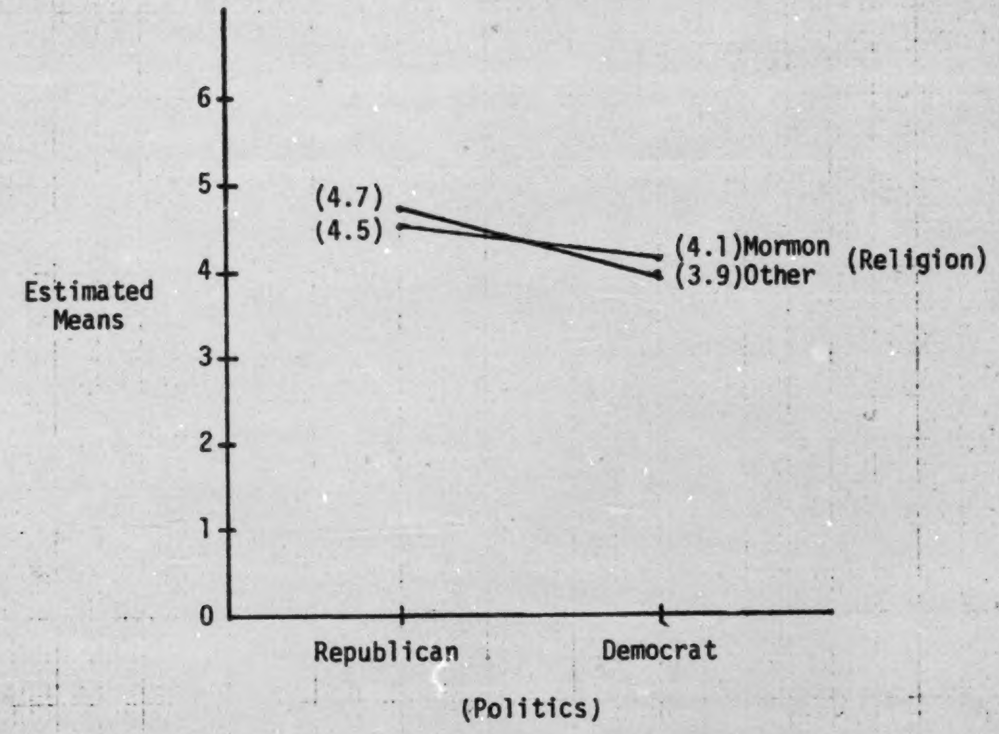
SIGNIFICANT TWO-WAY INTERACTION BETWEEN POLITICS AND RELIGION ON

"THE VALUE OF PROFITS IN OUT FREE ENTERPRISE SYSTEM"

BY COMPOSITE OF ALL GROUPS



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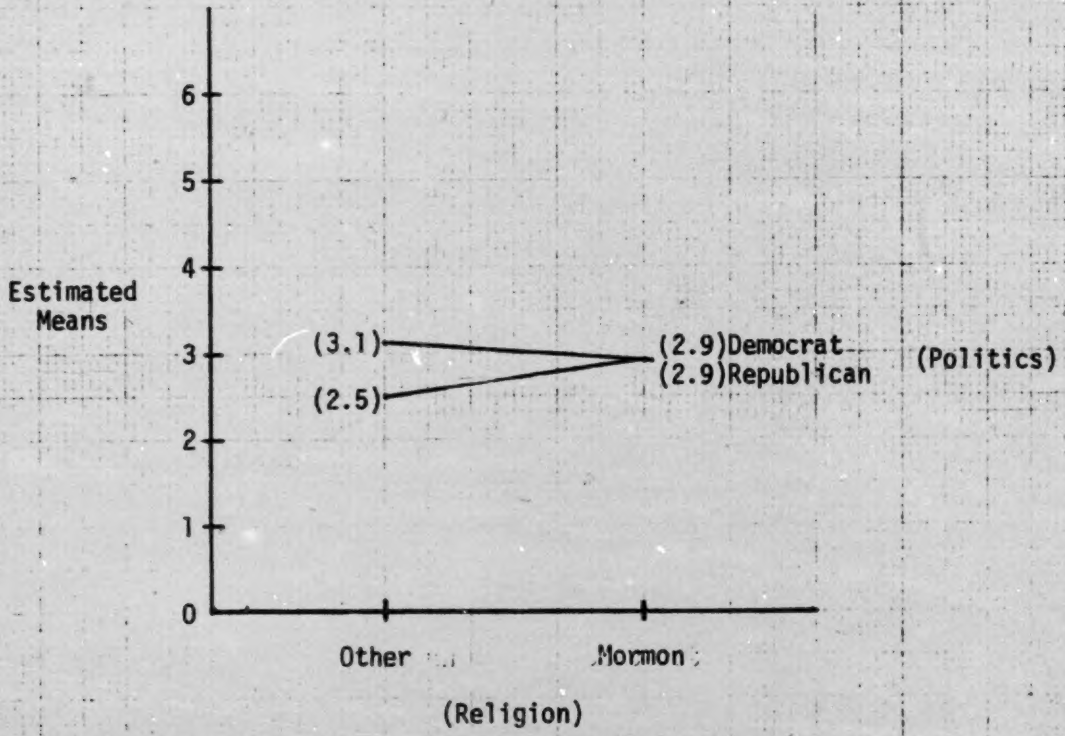
SIGNIFICANT TWO-WAY INTERACTION BETWEEN POLITICS AND RELIGION ON "THE OPPORTUNITIES OF BEING EMPLOYED IN THE BUSINESS SECTOR" BY HIGH SCHOOL DISTRIBUTIVE EDUCATION STUDENTS



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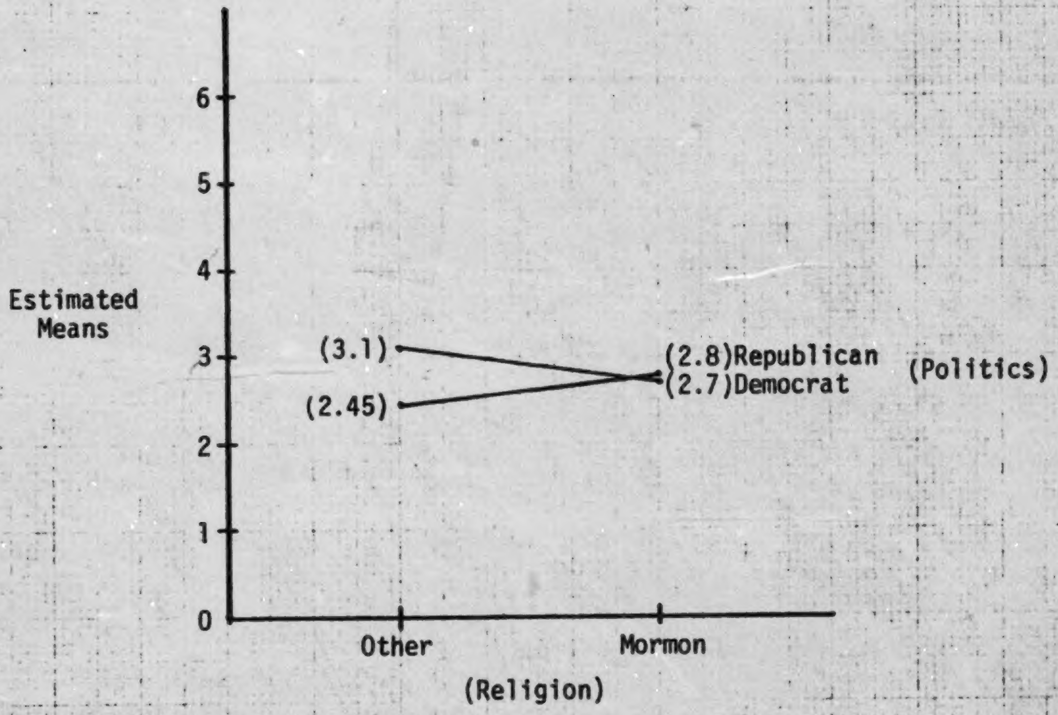
SIGNIFICANT TWO-WAY INTERACTION BETWEEN POLITICS AND RELIGION ON "THE OPPORTUNITIES OF BEING EMPLOYED IN THE BUSINESS SECTOR" BY POST-SECONDARY ACCOUNTING STUDENTS



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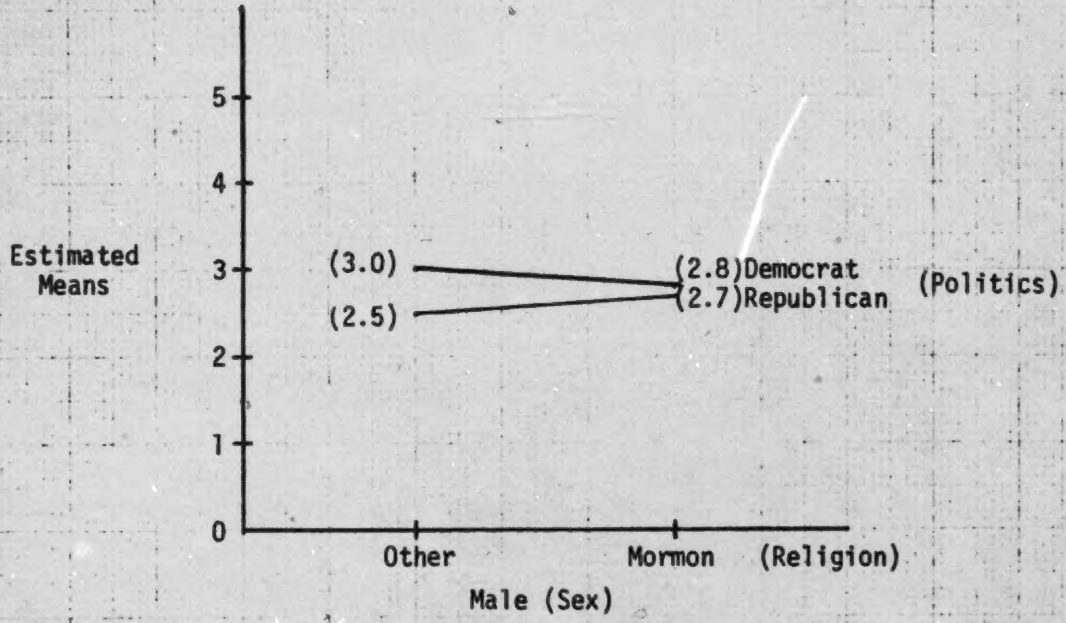
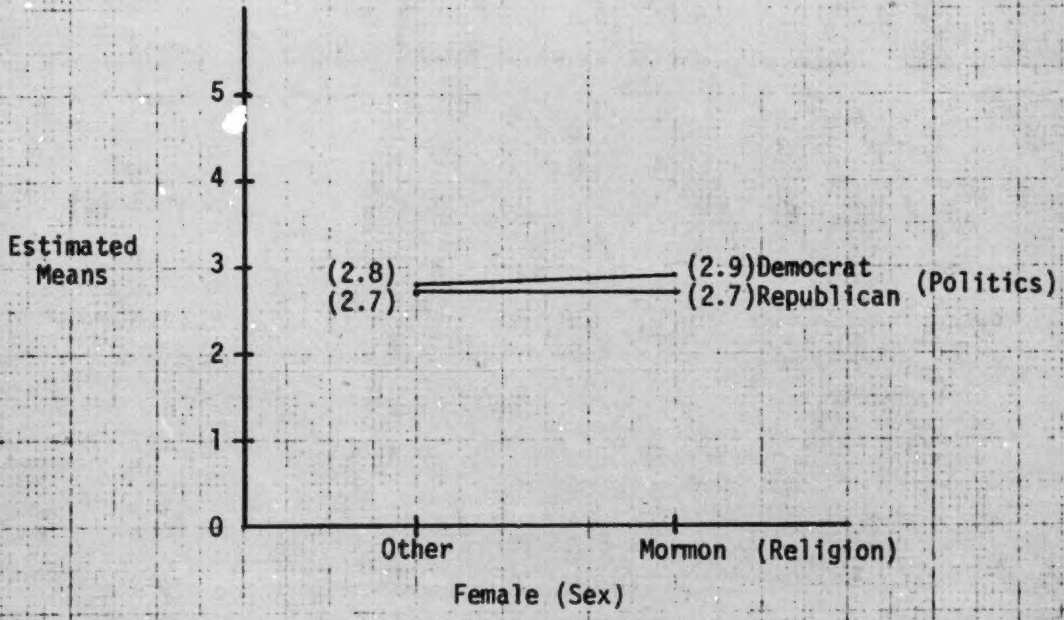
SIGNIFICANT THREE-WAY INTERACTION BETWEEN SEX, POLITICS, AND RELIGION ON "THE OPPORTUNITIES OF BEING EMPLOYED IN THE BUSINESS SECTOR" BY COMPOSITE OF ALL GROUPS





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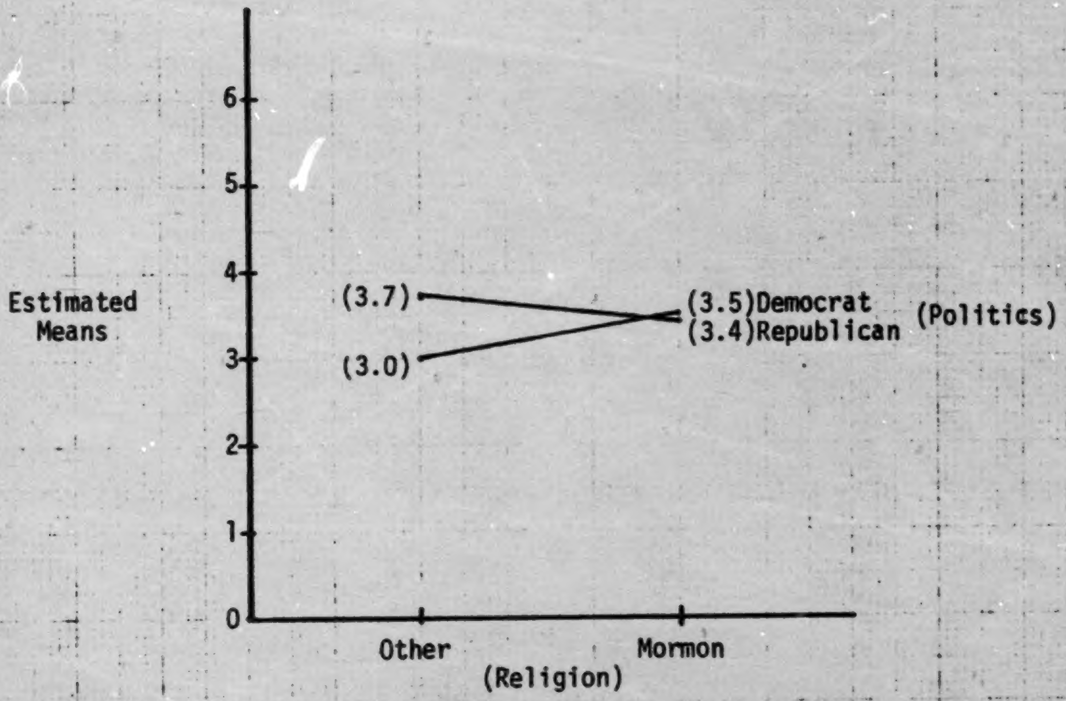
SIGNIFICANT TWO-WAY INTERACTION BETWEEN POLITICS AND RELIGION ON "THE PERCEPTION THAT CONSUMERS HAVE TOWARD THE BUSINESS COMMUNITY" BY POST-SECONDARY ACCOUNTING STUDENTS



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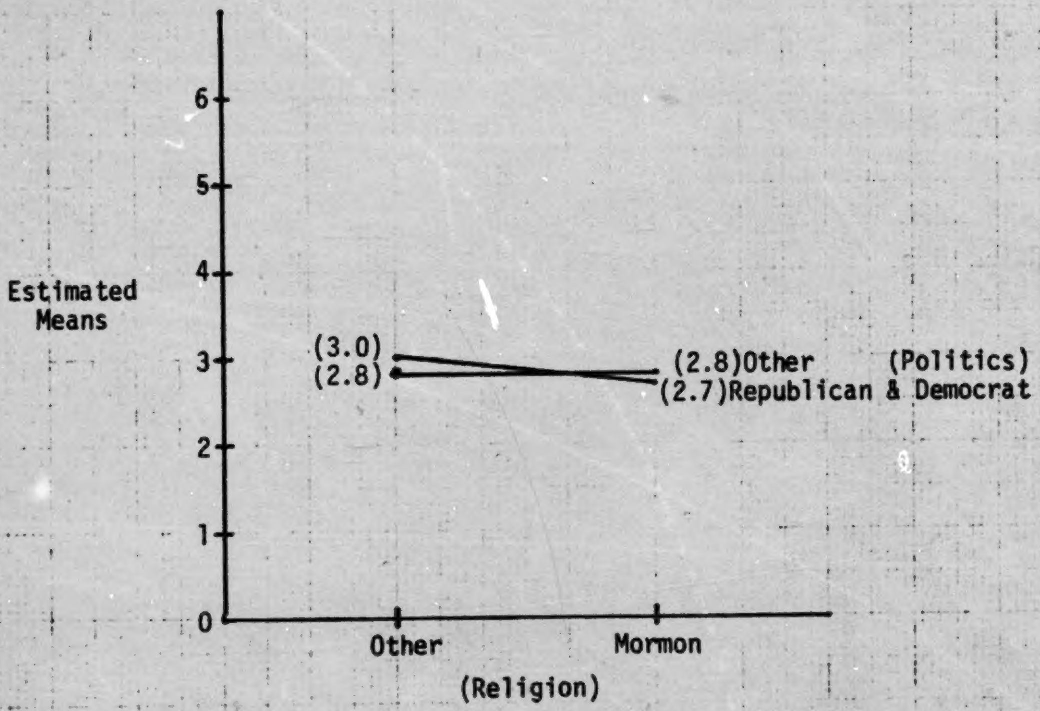
SIGNIFICANT TWO-WAY INTERACTION BETWEEN POLITICS AND RELIGION ON "BUSINESSES ATTEMPT TO PROVIDE EQUAL EMPLOYMENT OPPORTUNITIES" BY COMPOSITE OF ALL GROUPS



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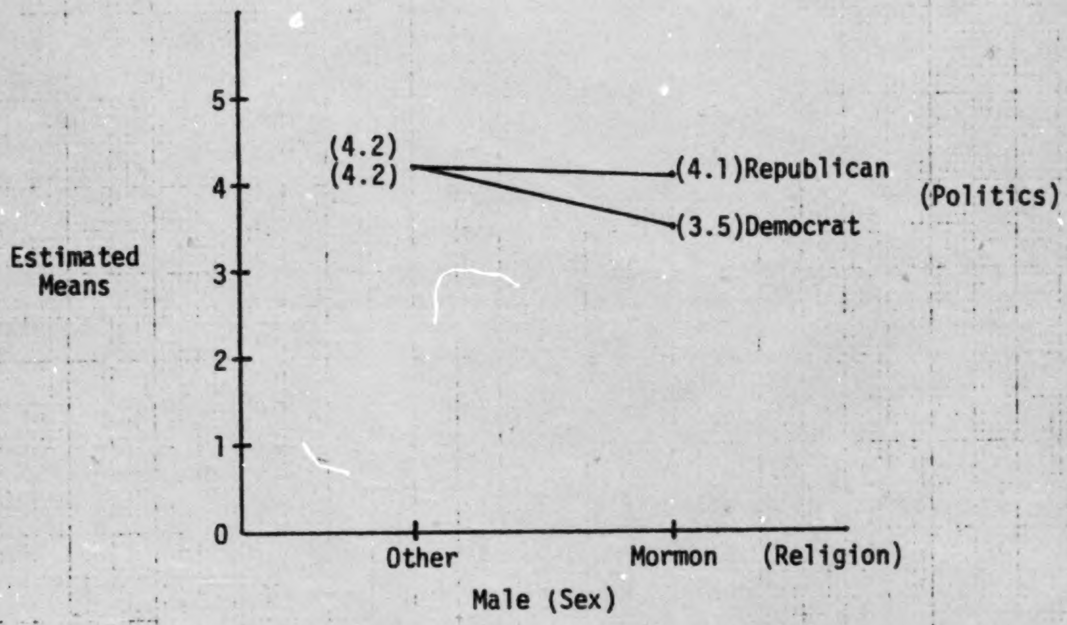
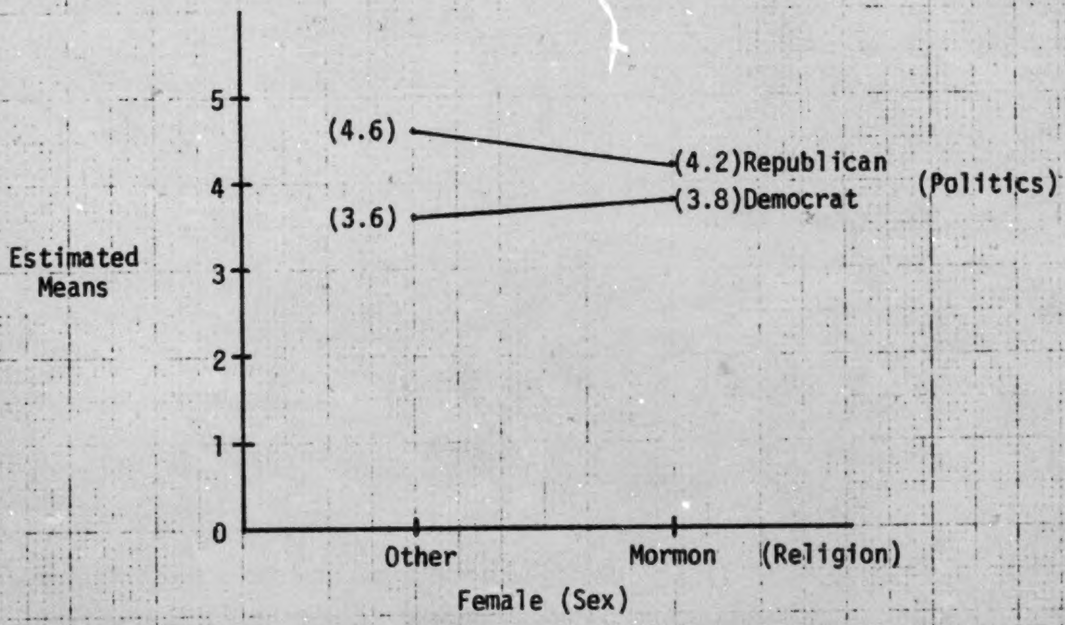
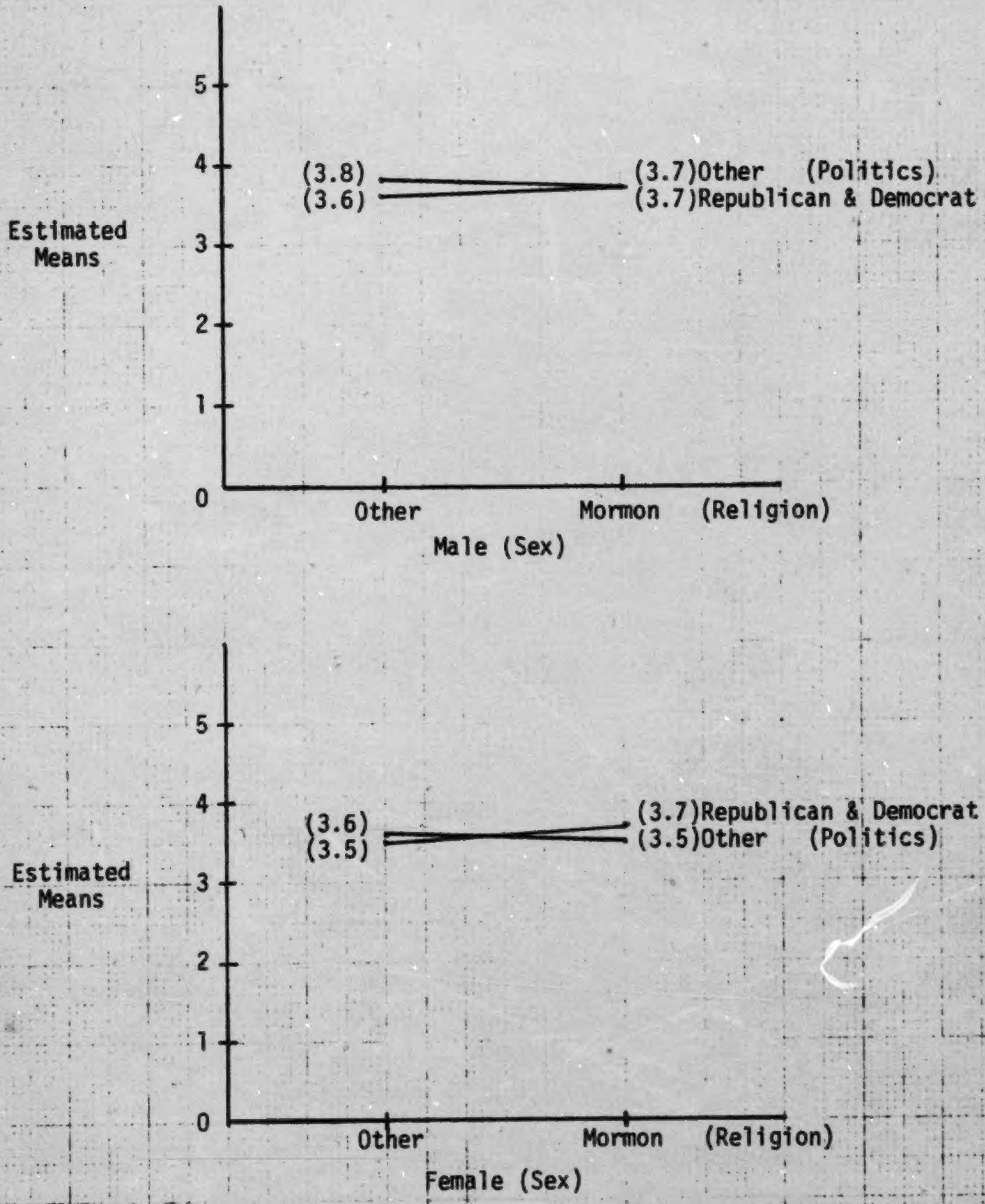
SIGNIFICANT THREE-WAY INTERACTION BETWEEN SEX, POLITICS, AND RELIGION ON
"THE PERCEPTION OF LABOR UNIONS CONTRIBUTION TO SOCIETY"
BY BUSINESS PERSONNEL





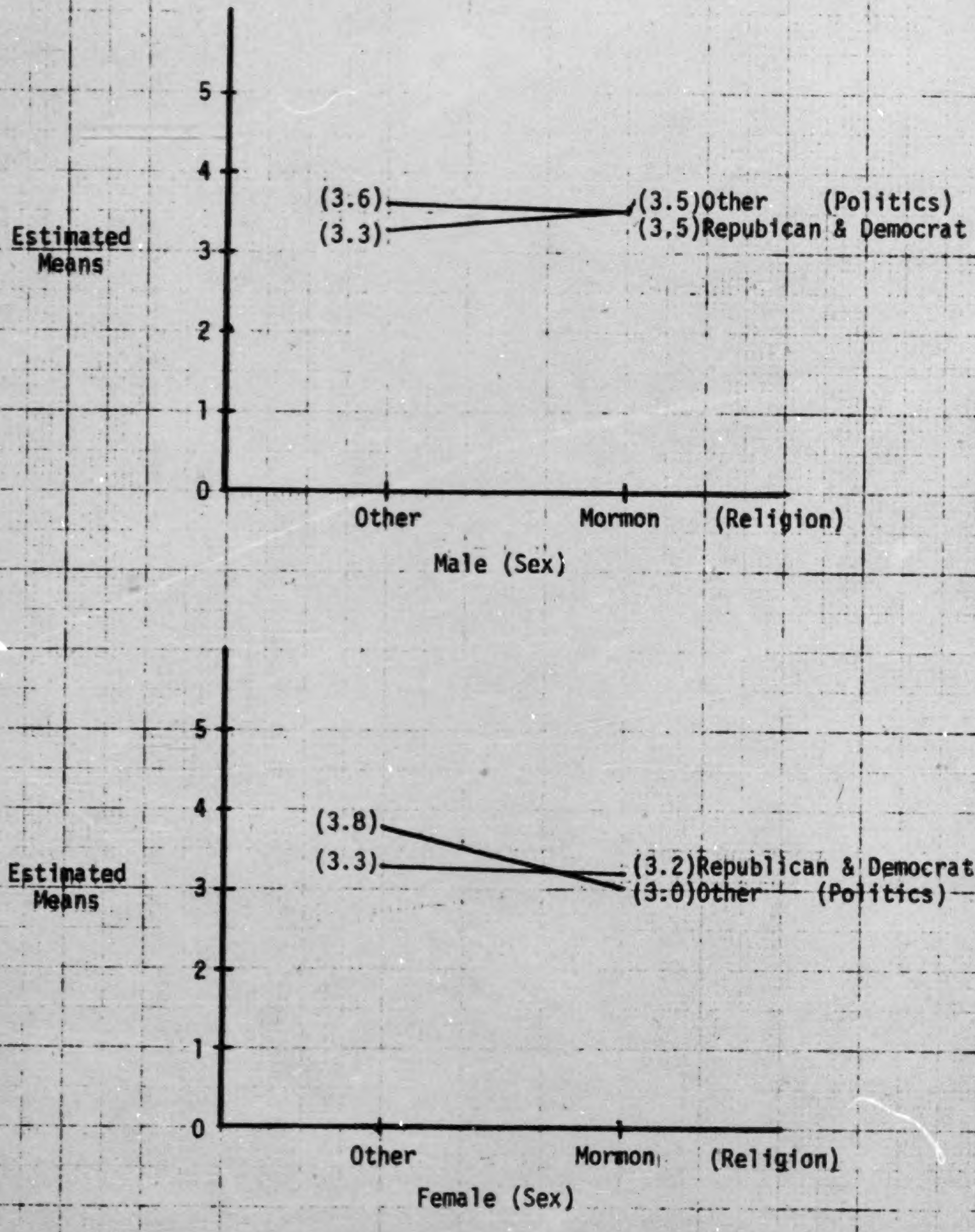
F-Ratio 4.0676
(.05,1,329)=3.84

SIGNIFICANT THREE-WAY INTERACTION BETWEEN SEX, POLITICS, AND RELIGION ON "THE PERCEPTION OF LABOR UNIONS CONTRIBUTION TO SOCIETY" BY COMPOSITE GROUPS



F-Ratio 4.2649
(.05,1,1436)=3.84

SIGNIFICANT THREE-WAY INTERACTION BETWEEN SEX, POLITICS, AND RELIGION ON "THE SOCIAL RESPONSBILITY OF BUSINESS" BY POST-SECONDARY ACCOUNTING STUDENTS

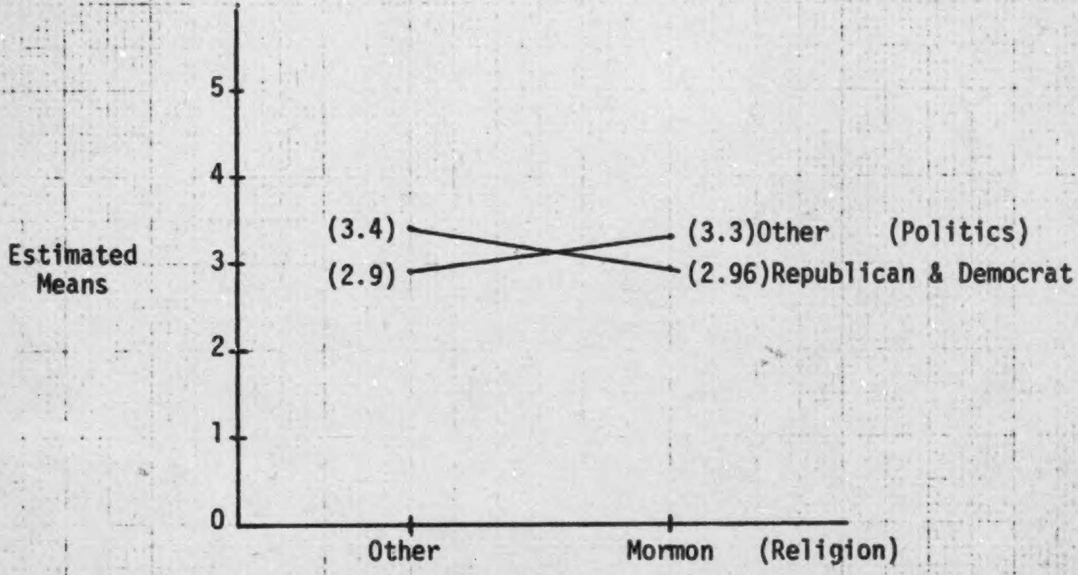


F-Ratio 5.8316
(.05,1,373)=3.84

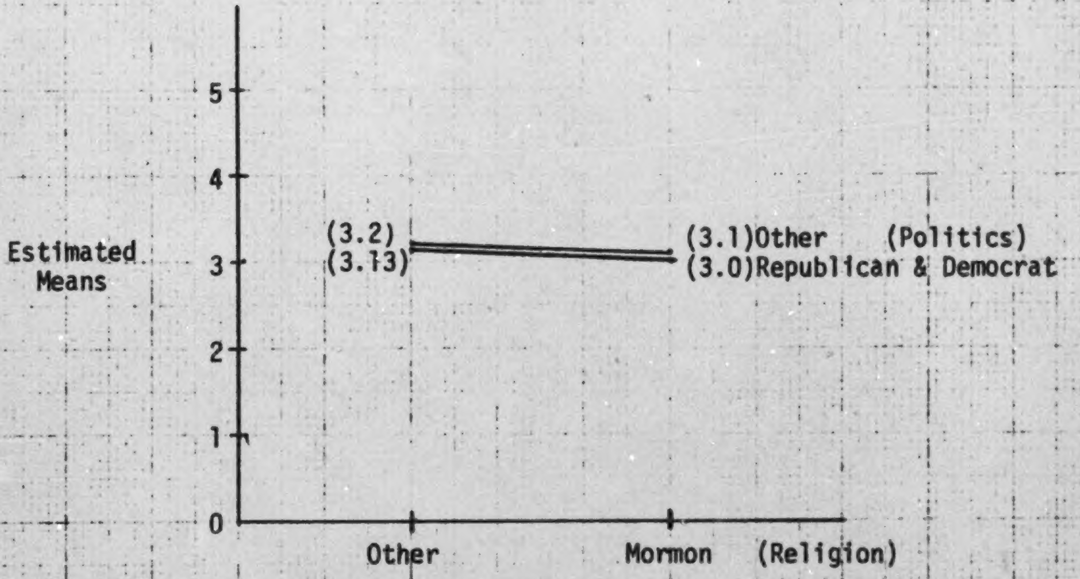
SIGNIFICANT THREE-WAY INTERACTION BETWEEN SEX, POLITICS, AND RELIGION ON

"THE SOCIAL RESPONSIBILITY OF BUSINESS"

BY BUSINESS PERSONNEL



Male (Sex)

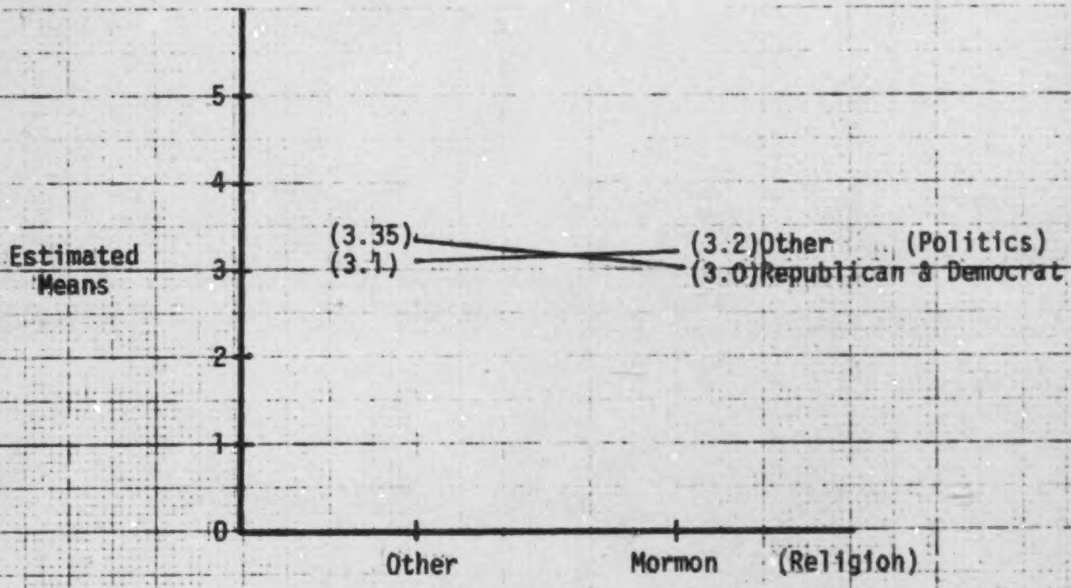


Female (Sex)

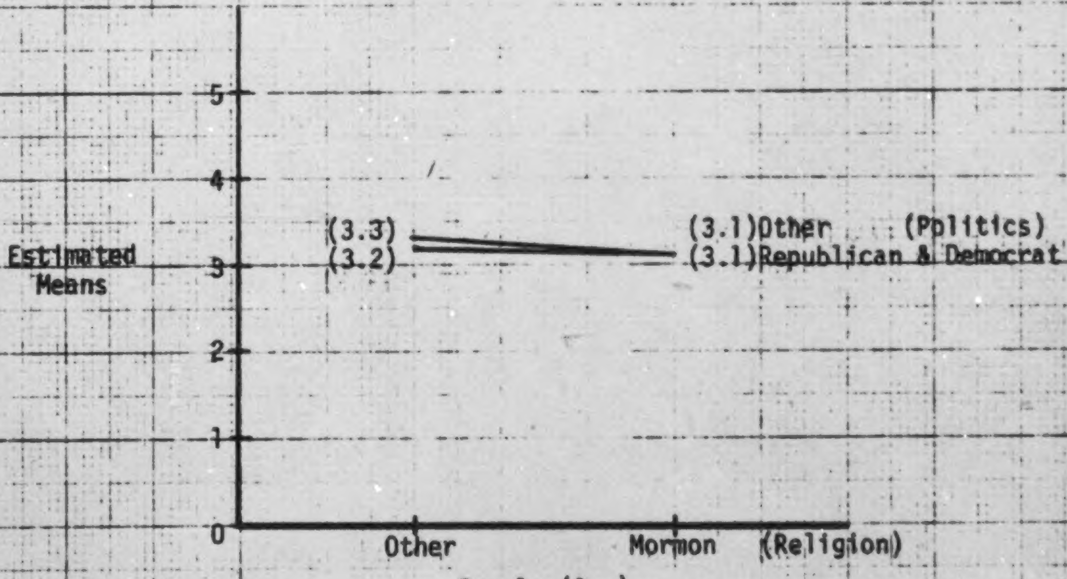
F-Ratio 4.5679
(.05,1,329)=3.84

SIGNIFICANT THREE-WAY INTERACTION BETWEEN SEX, POLITICS, AND RELIGION ON "THE SOCIAL RESPONSIBILITY OF BUSINESS"

BY COMPOSITE OF ALL GROUPS



Male (Sex)



Female (Sex)

F-Ratio 6.4927
(.05,1,1436)=3.84

APPENDIX F

UNSOLICITED COMMENTS AND ANSWERS TO OPEN-ENDED QUESTIONS

QUESTION NO. 40

High School D.E. Students

More competition between companies

Make more products available to the public

Raising prices means people want more wages! Get it!

Stop excessive government regulation. Do away with the current welfare State!

Don't send goods to other countries. Don't trade with Russia and China

Reduce wages

Keep money flowing constantly

Overcome the unemployment problem

Get government out of business except to insure fair practices

Help the poor

Every person equal with no money system

Have everyone do their share to help. Not just some. It has to be the efforts of everyone

Stablize prices and wages

Kick the rip-offs out of the government

Change the money system

To join together as a society and work together not against each other

Cut taxes on all government spending

Trust more in God

With low prices there are low wages. Wages should be a little ahead

Have a respectable government and honest businessmen

Lower wages, prices, and raise quality

Stablize wages and prices

Cut back wages and reduce prices on products

Post Secondary Accounting Students

Lower taxes through more effective spending of tax monies

Get people off welfare and let them find their own dollars

Have less greedy people

Control the government

Increase competition

Less government control

Greater efficiency

Allow free enterprise system to operate freely--no government control

Work harder

Educate both labor and management towards holding down the spiral

Shoot 1/2 of the people

New inventions

Encourage more competition between businesses

More competitive market

Increase individual pride in workmanship

Reduce profit or better distribution of profit

Change system and government intervention

Stop regulatory and licensing by government. Let capitalism work

Get everyone working at something

Price freeze, but an increase in salary for the labor class people and a salary freeze for the upperclass group

Put in a whole new body of government officers

Reduce taxes and stimulate the economy

Reduce taxes and increase government spending

The United order-if all worked together

Stop government spending to a greater degree

Get rid of government intervention in business

Cut government spending

Maintain wages; increase worker output and responsibility

Educate the people

Cut the tax rate

Let business run itself, no government

Follow the welfare program of the LDS Church

Stop inflation

Impeach Carter

Increase quality of production and reduce waste

Stop inflation

Let pricing mechanism in free market work unhampered

Make more and better products

Increase the importance of education

Decrease wages and prices, that way lowering cost of living

Get lazy off welfare and decrease taxes so our income is more

Honesty and hard work

Private Citizens

Decrease unemployment

Honest value on product/labor

Make people want to work

Competition in private industry--create supply and demand

Increased employment and increased productivity

Stop inflation by responsible government spending within budget and putting currency upon sound basis

Eliminate government deficit spending. Eliminate bureaucratic government

Teach people to do their own thinking

Unity and loyalty between employee and employer

Increase integrity, personal--take pride in good work

Decrease unemployment

Being honest

Educate people to live better with less

Raise moral standards

Decrease taxes; get government hands out of peoples lives!

Hold wages and prices still for a time

Hold wages and prices for a time

Get the government out of business and the increased productivity will raise it--there is no other way

Get government out of business and leave to individuals

Educate

Lower unnecessary government spending and taxes

Stapleize (sic) wages and prices

Get every one involved and interstood (sic)

Increase exports, decrease imports

More and better competition policies

To keep government regulation out of business

Change the attitude of management, government and professions that they must make at least 100 times the RMS family income or be regarded a failure

Honest days work for an honest days pay

For businesses, labor and government to be fair and honest

Business Personnel

Improve the competitive system, such as break up monopoly power

Education--raise level for all peoples

Government live within its budget to stop inflation

Stop population from growing

Control inflation while maintaining near full employment

Remove shackles from free enterprise system

Less government control; permit more free enterprise

Check corruption of business and government

Get employees to pull heads out of ________ and work for what they get

Getting more people working and less on welfare

Exports

Reduce unemployment

Reduce waist (waste?)

Control inflation and rising cost of living

Get the federal government out of all businesses--cease all wage and price controls; reduce government function to that of protection of life and property

How high do you need! We have highest in World--we may need to lower it and share

Overhaul the entire economic system

Improve quality of products

QUESTION NO. 48

High School D.E. Students

The people themselves

The people or public

The people themselves

Ku Klux Klan

Hard working American

Everyone that lives and works in America contributes something

The individual

Churches

People in community

The individual himself

The common worker

The man himself working hard to satisfy himself

Post Secondary Accounting Students

Our faith in God

High moral standards and ethics

Individuals

Individual incentive

Individual effort

Religion

Integrity of all people

Productive, efficient citizens

Righteousness

The people

The individual

Working citizens

Attitude of the people

People and their attitudes, desires and determinations

Spiritual and moral commitment

Private Citizens

The people

Personal opportunities

The people themselves; 1, 2, +3 are seeking the destruction of the people

The individual

Individual efforts of great men and women

People and common workers
Individual worker
A few civic minded individuals

Business Personnel
Science community
It sure isn't the government
Special Interest groups (ie., NAACP, Sierra Club)
Free enterprise
Morality
People's ingenuity
Individual incentive to get ahead
The individual
The individual person

QUESTION NO. 49

High School D.E. Students

Influence of communication networks
Liberal socialist movement
Government don't care or give a dame (sic) but to make money
Too much governmental power is bad
People not willing to better themselves
Individual greed
American people who have no respect for this great country
Bums
People who can work but won't
Unemployment and welfare
Apathy
Commies
The press
Going against moral obligations
People who don't care
People not working together

Post Secondary D.E. Students

Shortening the work week
Moral decay
Unions, socialism, the adversary
Crime
Government control their hand in everything
Apathy
Constant government intervention
Liberal organizations
Population expansion
Inflation
Lack of concern by the majority of the American people
Welfare
Untrustworthy individuals
Ignorance of the TINSTAAFL principle
Degrade in morals
I have it in for organized labor
Government controls
Carter

Sin
Red tape
Socialism
Carter
Socialism
Regulating intense government
Dishonesty
People becoming lazy or complacent or selfish
Demotivation of individuals
Combined government and business
Having a big welfare society and apathetic attitudes

Private Citizens

Apathy
Communism
Government becoming too involved
Immorality of individuals and dishonesty
The teachings of one worldism in our schools
Lack of morals
Communist parties
Moral decay
Idle people
Greed
How each of us governs ourselves
Too much government control
Lethargy on all levels
Credit charging
Greed
Waste in all levels
Apathy
Too much government protection
Employee dishonesty
Anti-American organizations
Government controls
Apathy
Indifference
Apathy
Invirement (sic) groups
Money manipulators
Organized Crime

Education is the only asset to America's progress

Lack of education

Business Personnel

Public's lack of education-apathy and ignorance

Welfare and Socialism

Organized religion trying to bring forth the United Order

Tendency to parasitism

The Mormon Religion

Control held by special interest groups over lawmakers

Poor education

Individual lack of effort

Corruption and dishonesty at all levels

Communism

Government give away programs

Government give-aways and deficit spending

Falling apart of the family

Ignorance of the people

Citizen apathy

Small radical groups of individuals

Welfare

Too much of any one of the above mentioned

Radical groups

High pay and lack of hard work

The inability of the nation to handle large scale disaster

Weather, population, apathy

Combination of labor and government

Permissivism

Communism, apathy

QUESTION NO. 57

Post Secondary D.E. Students

Anarcho-capitalism

Private Citizens

Free enterprise

Free enterprise

No government controls--free enterprise regulates itself by supply and demand

Free enterprise

Business Personnel

Barter system

One where we all work together

Pure capitalism without government aid to busines, e.g., no tariffs, no use of injunctions, no military contracts, and other aids to business. Let business truly compete.

Agrianism (sic)

QUESTION NO. 46

Post Secondary D.E. Students

I think the government takes a lot of it--at least tries to

Private Citizens

Paid employees represented by unions

By various government levels as taxes confiscated

QUESTION NO. 6

Post Secondary D.E. Students

Irrelevant! Common law property rights are violated--a reversion to common would internalize these costs

QUESTION NO. 7

Private Citizens

Let competition reign--big companies can't hurt anyone

QUESTION NO. 13

Private Citizens

Business pays the whole bill!!!

QUESTION NO. 14

Post Secondary D.E. Students

Government is becoming a protection racket and out of expediency, business is obeying the laws

QUESTION NO. 16

Business Personnel

No one is

QUESTION NO. 17

Post Secondary D.E. Students

Taxation is as archaic as slavery

QUESTION NO. 18

Private Citizens

Honest union's yes! Union Labor Monopoly no!

QUESTION NO. 22

Post Secondary D.E. Students

Yes, they haven't had the backbone nor the knowledge to protect their own rights

QESTION NO. 30-32

Private Citizens

Most of these people are socialists but don't know it

QUESTION NO. 32

Private Citizens

Minorities should learn to properly help themselves

Business Personnel

At the expense of the majority

QUESTION NO. 34

Private Citizens

Get the government out entirely!!!

QUESTION NO. 38

Private Citizens

We haven't had good government since 1932

QUESTION NO. 39

Private Citizens

Business will always have good influence when left alone

QUESTION NO. 41

Business Personnel

Much depends on whether business is a small business interest, oligopoly, monopoly, etc.

QUESTION NO. 43

Business Personnel

Prices are a residual. And the level is optimal if the system is competitive and has certain controls from government to control abuses. Whether high or low, by itself is not a moral issue--not at all

QUESTION NO. 44

Business Personnel

As much as the public will give

Absolutely as much as can be realized--without environmental damage or adverse social effects

QUESTION NO. 47

Private Citizens

A combination--entitled to profit but honest tax should be paid

After capital is paid for, balance should be distributed between employees and executives

Business Personnel

The largest portion of a company's net profit is distributed to the owners and reinvested in expansion, but the actual distribution would depend on the nature of the business and its needs and goals. Some businesses must reinvest heavily, such as an expanding firm. But others better established do not have as great a need for it. And there are other considerations, too.

QUESTION NO. 53

Private Citizens

Utterly completely reasonable

QUESTION NO. 54

Private Citizens

Competition takes care of this

Business Personnel

Controls on wages, prices, profits, etc., are stupid and really foul things up. But controls on monopoly power and utilities and pollution are very needed. And they certainly affect ?

Government controls are needed, but not as much as we already have

QUESTION NO. 61

Private Citizens

It's not the business' business

QUESTION NO. 62

Business Personnel

I feel the keynsian economic system is an affront to the Free Enterprise system. It is a fraud.

QUESTION NO. 66

Private Citizens

Government is causing poverty

QUESTION NO. 72

Private Citizens

Burden of this is on employer

QUESTION NO. 76-17

Business Personnel

Labor is causing the inflation

Extra Comments

I favor a neo-social-cooperative type of government--one free of the debileating (sic) effects of prejudice and favoratism. This entire questionnaire is an obvious farce--a show of polling procedure. The obvious purpose of its leading and slanted questions was to have the common person admit to knowing very little about government and business and being taught like a child by big business; or to have the more knowledgeable public express their "yes or no" concepts only to be cut down by your over-reactionary, hard-hat, flag-waving zealots who believe in everything I am opposed to. I will not be indoctrinated by such trash.

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